

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXVI.

NEW YORK, AUGUST 10, 1911.

No. 6



We all know that advertising creates desire, causing readers to wish for an advertised thing.

Advertising also creates choice. Oftentimes before the article is needed people remark: "If I ever own such and such a thing it will be of the so and so make."

Advertising changes earlier choice. By this means an unbought article wins an opinion more favorable than the opinion of what is already possessed. The owner has become favorable to a change.

These mental attitudes form the road to a sale. It may be soon; it may be long ere it is used, but the road is mapped out and some time it will bring the buyer to the seller.

It is our business so to advertise an article that it will get on the preferred list of the most people in the shortest time and at the least outlay.

Philadelphia

New York

Boston

Chicago

Cleveland

A National Farm Paper With Twelve Publishers

Such are the Standard farm papers.

Collectively they form one powerful medium reaching the best farmers in the North, South, West and Central States—where farming is a *big* business.

They are separate papers because no single medium can interest, equally, the dairy, the wheat, the cotton, the cattle and other specialized farmers of the various sections of this country.

They are a unit because the influence and interest of one begins where the others end.

Instead of having *one* editor and publisher spreading his knowledge and influence thinly over a vast territory, they have *twelve* editors and publishers working intensively in their own respective fields.

That is why many of the standard farm papers are *subscribed* for by as high as one out of every three farmers of their chosen clientele.

Yet you can buy the combined selected circulation of the Standard farm papers running well over 900,000, at considerably under the regulation "half a cent a line."

As the Hand Sapolio advertising says—

"Don't argue; don't infer; try it."



Standard Farm Papers

are Hoard's Dairyman
Wallaces' Farmer
The Kansas Farmer
Farm Wisconsin Agriculturist
Indiana Farmer
Papers Home and Farm, Louisville
Town and Country Journal,
of San Francisco, Cal.
The Farmer, St. Paul
Known Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Value The Breeder's Gazette

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City.

George W. Herbert, Inc.
Western Representatives
First National Bank Bldg.
Chicago

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXVI.

NEW YORK, AUGUST 10, 1911.

No. 6

THE MESSAGE OF THE BOSTON CONVENTION

By John Irving Romer.

There is no mistaking the message of the Boston Convention. Advertising is to come into its own at last. Honest, straightforward, believable advertising has the right of way.

The fraudulent advertiser is henceforth an outlaw. He is to be relentlessly pursued into the fastnesses where no man can hear his voice. If he will not reform himself, *he is to be helped to reform himself.*

The advertiser who utters, the agent who disseminates, the publisher who prints, lying and fraudulent advertisements must go.

Upwards of 2,000 advertising men gathered at the Boston Convention of the Associated Advertising Clubs of America have so declared themselves. They are committed to that platform. The advertising men of the country, through their delegates, their official and unofficial representatives, *in number exceeding 2,000*, affirm that this is the dominant issue in advertising to-day. It is a case of "clean house" all along the line,—not because conditions are so bad, but because they might be so much better.

It is not necessary for PRINTERS' INK to reiterate the message to those who were at Boston for there were no deaf mutes there. But for the benefit of those at a distance, those prevented from attending this greatest gathering of advertising men ever known and those not yet identified with the movement, the message must be conveyed in the most emphatic terms possible. So PRINTERS' INK need make no apology for devoting its entire space in this issue to the Convention.

All the speeches tend in one direction if you read them right. Money is not the only goal. There are other things better worth while. One of them is to have the respect of your contemporaries—to be recognized as being "on the level" by your business associates.

The great Convention demands that every advertising man

Table of Contents on Page 126

who wants the respect of other advertising men—who wants the patronage of the buying public—must play fair. That is an easily understandable idea.

The goods must be right and they must be sold on the right basis. The organized advertising men of this country, in the country's cradle of liberty, have made a declaration of war against dishonest manufacturing methods, against dishonest or even unfair selling methods, against fake and scheme advertising, against circulation liars, against agents with devious ways of capturing a nimble profit—things that have heretofore been passed in silence if not condoned. Persistent offenders who say "not interested," who fail to see the handwriting on the wall or who are trying to justify with specious argument things they know are not right, will be reached with the only kind of argument they are capable of understanding, a cutting off of their revenue at its source.

Secondary messages of the Convention are *standardization, organization, co-operation*. These are doctrines that advertising men have been preaching to others. Now they propose to set the example.

Ideals? Yes. Visionary and impracticable theories? Emphatically no.

Every great reform, every important movement in the world's progress has been preceded by an awakening of public sentiment. That is precisely what is taking place in advertising circles to-day.

There is no advertising man, however obscure, who has not something to gain personally by the realization, or, at least, the approximation of these ideals. The movement means that advertising will be more seriously regarded by the general public, that advertising will produce better results, that advertising will be dignified before the business community—which, in turn, means that distribution for the manufacturer will be accelerated, that space will be easier to sell and will command better prices and that the rewards of the individual worker will be greater.

Here is an organization of over 6,000 men, the brains and sinew of the advertising world, the livest wires in their communities. They command the channels of publicity. They influence legislation.

They can do things if they will. Are they in earnest? I thought so before the Boston Convention—now I know it.

Two and a half Million People in Chicago and Immediate Suburbs!

Think of their merchandising requirements.

Chicago has many of the largest wholesale grocery houses in the world—in all, over seventy-five firms. It takes over 7,600 retail grocers to supply the consumer demand in Chicago, exclusive of her suburbs.

The Chicago field offers the manufacturer an exceptional opportunity for an individual campaign of intensive advertising—an opportunity to reach millions of consumers in a definite small area whose distribution is easily and quickly obtained, and where concentrated results reduce the cost to a minimum.

For further information write or call in person at the Chicago or New York office (907 Flatiron Building) of

THE CHICAGO TRIBUNE

The World's Greatest Newspaper

(Trademark registered)

DESTINIES OF A. A. C. A. COMMITTED TO NEW HANDS

GEORGE W. COLEMAN, OF BOSTON, ELECTED PRESIDENT AND VOTE IS MADE UNANIMOUS AMID GREAT CHEERING—RETIRING PRESIDENT DOBBS RETAINED AS CHAIRMAN OF EXECUTIVE COMMITTEE—SECRETARY FLOREA RE-ELECTED BY ACCLAMATION

The officers of the Associated Advertising Clubs of America for the ensuing year, chosen on August 4th at the convention in Boston, are as follows:

President—George W. Coleman, of Boston.

Vice-President—Timothy W. LeQuatte, of Des Moines.

Secretary—P. S. Florea, of Indianapolis.

Treasurer—G. D. McKeel, of Minneapolis.

Executive Committee—S. C. Dobbs, of Atlanta, chairman; A. W. McKeand, of Charleston, S. C.; William Woodhead, of San Francisco; John Lee Mahin, of Chicago; D. N. Graves, of Boston; W. B. Cherry, of Syracuse.

Boston hospitality and Boston efficiency, manifested in the Pilgrim Publicity Association and concentrated in the person of its president, won the presidency for George W. Coleman. Whatever booms had been maturing during the week shriveled before the growing appreciation of what Boston had done and the way she had done it.

It was no reflection on the claims of St. Louis for her favorite son, I. H. Sawyer, or on those of the friends of Herbert S. Houston, of New York, who had reluctantly but good-naturedly at the eleventh hour permitted his name to go before the convention. The delegates, particularly those from the South and West, were so impressed by the cordiality of Boston that out of the warmth of their hearts nothing would suffice but to make their appreciation effective in the shape of a donation of the presidency to Boston's

leading representative. Its real and genuine affection for the other candidates was shown by the ovation which was given them upon the floor.

Mr. Coleman's name had hardly been mentioned as a candidate



GEORGE W. COLEMAN

The new President of the Associated Advertising Clubs of America. President of the Pilgrim Publicity Association. Advertising Manager of W. H. McElwain Company, of Boston, (Shoe manufacturers).

previous to the convention and Mr. Coleman had protested that neither he nor the Pilgrims were seekers for any further honors at the hands of the Association. But denials and threats of refusal were of no avail and Mr. Coleman had to yield to the sentiment that neither he nor any other advertising man was big enough to refuse the presidency of the Associated Clubs.

The balloting took place at the last business session of the convention, held in Ford hall, Friday, August 4. Nominations were made by clubs. Atlanta, the first named, called upon James Schermerhorn, of the *Detroit Times*, to make its nomination, and Mr. Schermerhorn nominated Mr.

A NEW SPIRIT
i n s p i r i n g
A NEW SIZE

METROPOLITAN

is the most important announcement
made in the 16 years' life of this Mag-
azine.

Starting with the November, 1911, issue we
shall publish the

METROPOLITAN MAGAZINE

in a "flat" form, measuring ten and seven-
eighths by fourteen inches, and carrying as
much or more text than we now print in one
hundred and thirty-odd pages.

This change is logical, and simply discounts
the increasing trend toward such a form of
magazine. The advantages to reader, adver-
tiser and publisher are too many for mention in
this space.

THE NEW SIZE

METROPOLITAN

will be the only general monthly maga-
zine sold in "flat" form. The November
issue is to appear on the 18th of Octo-
ber, and succeeding numbers will be
published thereafter on the same day of
each month.

H. J. WHIGHAM,
Publisher.

Coleman. The roar of applause which followed was the only straw needed to foreshadow the result. When the roar was renewed at the seconding by Baltimore, Chattanooga and Des Moines, there was no longer any question, and announcing the vote to follow became merely a formality.

Louis Wiley, of the New York *Times*, placed the name of Herbert S. Houston of New York in nomination, at the same time paying a glowing tribute to Mr. Coleman. The nomination of Mr. Houston was seconded by John Lee Mahin of the Chicago delegation and A. L. Gale of Omaha. A Pittsburgh man spoke for Mr. Houston.

The representative of the Town Criers of Rhode Island, Frederick W. Aldred; called attention to the fact that the Boston delegation had made no nomination and was not voting, and that he felt it the duty of the New England States to say a word for Mr. Coleman.

Hamilton Field, of Richmond, Va., nominated Isaac H. Sawyer, of St. Louis, first vice-president of the national organization, for the presidency, and claimed he was entitled to the office by every consideration. Rev. Dr. George Wood Anderson, of St. Louis, spoke of his great friendship for Mr. Coleman, but seconded the nomination of Mr. Sawyer as a member of his parish and a great and earnest church worker.

William Woodhead, of San Francisco, spoke for Mr. Coleman. A Topeka delegate seconded the nomination of Mr. Houston and O. G. Williams, of Chicago, also spoke for Mr. Houston.

Then came the roll call and the votes. Each delegation as it was called cast the number of votes it was entitled to, and the number of votes were registered on adding machines, so that the result was soon known. The vote stood: George W. Coleman, 343; Herbert S. Houston, 176; Isaac H. Sawyer, 59.

Mr. Houston moved to make the vote unanimous and Mr. Clendenin, of St. Louis, seconded it. Amid much enthusiasm the motion was carried and Mr. Cole-

man was declared the unanimous choice of the convention.

Mr. Coleman is advertising manager of the W. H. McElwain Company of Boston, shoe manufacturers.

In the matter of the vice-presidency, Ralph E. Sunderland, of Omaha, withdrew his name from the contest and then Mr. Le Quatte was nominated and elected by the secretary casting one ballot in his favor.

Mr. Florea was re-elected secretary without even the formality of a nomination, to the accompaniment of cheering.

Mr. McKeel was elected treasurer by acclamation, the nomination being made by Mac Martin, the former treasurer.

The executive committee was elected by the board of directors, of which the chairman was Orva G. Williams, of Chicago.

CLUB-AT-LARGE ORGANIZES

The first day of the convention the Club-at-Large met and organized as follows: President, John Irving Romer, of *PRINTERS' INK*; secretary P. S. Florea, of the Florea Advertising Agency, Indianapolis. The following delegates to the convention were chosen: Lewis L. Brastow, advertising manager of the Trumbull Electric Manufacturing Company, Plainville, Conn.; James S. Potsdamer, of the Ketterlinus Printing Company, Philadelphia, and Charles W. Hurd, of *PRINTERS' INK*.

The Club-at-Large now has forty members, but has never before been definitely organized, as its membership is scattered all over the country. The purpose of this club is to give to advertising men in remote cities or in towns where there are no clubs affiliated with the national association an opportunity to become identified with the movement.

By vote of the convention the annual dues were advanced from \$1 to \$5, and the by-laws were changed to provide that the secretary of the national association shall always be the secretary of the Club-at-Large. It is expected that this club will prove to be an important means of organizing new clubs in cities not represented in the national organization.

A TEXAS STUNT

You had to hand it to the Texans for picturesqueness. According to one Boston reporter who got the story across with his city editor, one of them, Alkali Pete, tried to ride his horse into a hotel but was stopped by a grinning cop halfway up the steps.

The advertising pages of the
NEW SIZE NOVEMBER
METROPOLITAN

will be arranged as follows:

FOUR columns to the page—each column measuring two and one-quarter by twelve and one-eighth inches and containing one hundred and seventy-two agate lines. At least one column of reading on all pages (exclusive of front section and covers) unless full-size page advertisements are used.

RATES—seventy-five cents the agate line per insertion for less than quarter-page space. Commencing the February, 1912, issue, and confirming notice of June 2d, 1911, the price will be one dollar the agate line per insertion.

The prices on quarter-page insertions or more together with those on second, third and fourth covers, will be furnished on request.

CIRCULATION.—We will continue to guarantee **NET PAID** circulation.

First advertising forms close on the 18th, last on the 28th of September.

O. H. CARRINGTON
Advertising Manager,
286 Fifth Ave., N. Y.

Tilton S. Bell, 6 Beacon St., Boston
N. J. Peabody, 14 W. Washington St., Chicago

IT IS "DALLAS—1912"

ONLY SERIOUS CONTENDER, ST. PAUL, IS EASILY DISTANCED, SPITE OF PRESENCE OF MINNESOTA GOVERNOR—TEXAN CAMPAIGN AS PICTURESQUE AS IT WAS THOROUGH—RICHMOND AND QUEBEC * GET SCATTERING VOTES

If the "inward and spiritual grace" of the Boston convention was Boston, there is no doubt as to what was the "outward and visible sign." Texas simply took the city and the convention by storm. The all-pervading good humor and high spirits of her 100 or so delegates, their magnificent confidence in the propriety—nay, the *righteousness*—of their invitation, the virile words of her nominator, United States District Attorney W. H. Atwell, of Dallas, and the courtly and graceful oratory of her seconder, Colonel Clarence Ousley, of Ft. Worth—these made up the irresistible force that encountered no immovable body in the way. The delegates from other parts of the country talked expediency and St. Paul for 1912 outside of the convention hall, and then went inside and just handed it to Dallas. They could not face Texas and send her expectant sons away disappointed; they had to vote to follow the Mileage Banner.

Dallas had the fight half won before she got to Boston. She had taken her own medicine in the shape of advertising, in *The Voice*, the A. A. C. A. organ, and PRINTERS' INK. She had stirred up her delegation and sister delegations to a high pitch of enthusiasm by genuine heart-throbs in the Dallas Advertising League's *O-K'd Copy*.

She began the campaign in Boston by sending every delegate a picture post-card with a Dallas scene on it, followed it up with pins and streamers, souvenir cotton bolls—10,000 of them coming from Charles P. Taft's Texas ranch—mirrors and other novelties, and a telegram of welcome from Mayor Holland of Dallas and President Sanger of the Dal-

las Chamber of Commerce, mailed in Boston to each delegate a few hours before the convention.

If picturesqueness, high spirits and noise could have given it to Dallas, there would have been no need of a vote. The Texas delegates, headed by President Fred E. Johnston, of the Dallas Club, were everywhere parading, singing their songs, cheering for other states, and handing out their souvenirs by the handful. Fred McJunkin, the six-foot rancher, rigged in sombrero and high boots and tooting a cowhorn, and J. P. Willis, better known as "Alkali Pete," supplied the color accents in a delegation otherwise conventionally garbed and of conventionally correct demeanor.

The other cities emulous of the honor were equal in quality, but short on quantity. St. Paul, the chief contender, had only fifteen or twenty in her delegation as against Texas's several times that number. Richmond and Quebec still fewer. But Minnesota sent on her governor, the Hon. Adolph O. Eberhart, and it was always a chance that the popularity of St. Paul as a convention city would register against Dallas.

When selection of the place for the next convention came up the gathering settled to listen to another flood of oratory. W. H. Atwell, United States district attorney at Dallas, was first to speak, and he pleaded in eloquent terms for the selection of Dallas, concluding his address by singing "I'm Going Back to Texas" to the air of "I'm Going Back to Dixie," and by handing the convention a deed of the "entire municipality" of Dallas from Mayor Holland, attested by the city secretary and approved by Governor Colquitt. The considerations were "Love and Affection" and the conditions were that the grantees must appear and claim in person.

Governor Eberhart, of Minnesota, spoke for St. Paul and asked what they wanted a "cole-man" in Texas for.

Colonel Ousley, of Fort Worth, seconded the nomination of Dallas. P. V. Collins, of Minneapolis, seconded the nomination of St. Paul.

SCRIBNER'S MAGAZINE

to the advertiser means a selected list of the best American homes. About half of these homes are located in the largest cities of the country, the other half in smaller cities and towns.

SCRIBNER'S is a logical, permanent and economical means of reaching people of cultivated tastes and purchasing power—people who own their own homes—in every community the most desirable patrons of any store, because *their* desire for any product creates distribution.

\$300 per page

and Portland, Ore., came out for Dallas.

Oscar Morin, of Quebec, spoke for that city as the next convention place. W. T. Dabney nominated Richmond.

The vote stood: Dallas, 380; St. Paul, 183; Quebec, 5; Richmond, 1.

The tide was early shown in the ballot to be setting toward Dallas, and when the vote was announced there was a wild demonstration by the Texas delegates, and the flag of Texas was run out to the center of the hall upon parallel wires and then lowered until it was suspended directly over the heads of the delegates in the middle of the hall, while cheers, applause, the tinkle of sheep bells and the blowing of the Texas cow horns added to the uproar.

President Dobbs announced that he had received more than 100 telegrams and letters from prominent business men of Texas who supported the claim of the Dallas delegation.

John Lee Mahin announced that San Francisco desired the convention for 1915 and asked that a resolution to the effect that the convention look with favor upon that city for 1915 be passed. Protests were made at the effort to sway the convention for such a distant date, and the resolution was lost.

Because of the fact that time pressed so heavily, the Mayor of Baltimore, who had come on to speak in favor of the convention for his city in 1913, was not given opportunity to say anything, although he was on the platform. The Dallas delegation also had the speech of the governor of their state in a talking machine record to spring in favor of their claims, but did not resort to it because of lack of time.

AFTER THE MELONS

"Say, are they giving that melon to everybody?" asked the conductor as a street car came to a stop Wednesday evening opposite the Victoria Hotel, where the Atlanta delegation had provided a thousand melons. "Sure thing," responded a New Yorker. The conductor pulled the bell for a stop and, shouting to his motorman, left his car standing for three minutes while he went and got his share.

THE "RED ROOSTERS" TO BECOME INTERNATIONAL

The "Red Roosters," an advertising organization originated in Chicago, membership in which is the sign of being a right good fellow, had a little meeting of their own in Boston Wednesday night when it was voted to spread this order through England. New members initiated were James Taylor Wetherald, Chas. H. Taylor, Jr., Barrett Andrews, John D. Woodward, C. Brewer Smith and the four following from London: Archie Ridder, of the *Daily Express*; Herbert Burt, of the *Daily Mail*; James Strong, of C. Mitchell & Co., advertising agents, and John Akerman, of the *Advertising World*.

The last four were authorized to organize a branch in London where a special meeting will be held next June. Many of the members present pledged themselves to attend the special meeting in London.

DETROIT ENTERTAINS TEXAS ADMEN

The Detroit Board of Commerce and the Adcraft Club united to entertain the visiting advertising men from Texas, 100 strong, who stopped in Detroit, July 27, on their way to the annual convention of the Association of Advertising Clubs, in Boston. The party was taken on board the *Sappho* for a three-hour ride on the river. E. St. Elmo Lewis welcomed the visitors on behalf of the Adcraft Club and the Board of Commerce, and Fred E. Johnson, president of the Dallas Advertising League, responded. The Adcraft club entertained the visitors in its clubrooms, after the return to the city, until they left for Niagara Falls.

RECEIVER FOR E. G. LEWIS

Matt Reynolds, former Circuit Judge, was appointed by Judges Dyer and McPherson, of the United States Circuit Court, at St. Louis, August 2, as receiver for the publishing, realty, and banking enterprises of Edward G. Lewis. The concerns are capitalized at a total of nearly \$6,000,000. Reynolds was required to give \$100,000 bond.

Mr. Lewis testified recently before the House Committee for the Investigation of Post-office Expenses that his troubles with the department during the rule of former Postmaster-General Cortelyou were due to persecution.

"SAM" AND "DAM"

The men who wore the big round badges bearing in red letters, "Sam" and "Dam," enjoyed watching people rubber trying to find out who they were. The first stood for "Syracuse Advertising Men" and the latter for "Dallas Advertising Men."

H. A. Noble, general advertising agent of the Great Northern Railway, has been promoted to be general passenger agent, succeeding S. J. Ellison, who resigned some time ago.

The Chicago Record-Herald

In July, 1911, carried more advertising than during any previous July in its history, surpassing last year's record by

A Gain of 225 Columns

Here are the July advertising figures for all of the Chicago morning papers:

Record-Herald	225 Columns Gain
Chicago Tribune.....	91 Columns Loss
Chicago Examiner.....	146 Columns Gain
Inter Ocean.....	42 Columns Gain

These comparisons are made from statements prepared by the Washington Press, an independent audit company.

During the first seven months of 1911 The Record-Herald showed a gain of 1,430 columns in the amount of advertising carried over the corresponding period last year. This is a larger gain than that of all the other morning papers combined.

SWORN NET PAID CIRCULATION

From January 1, 1911, to July 31, 1911:

Daily Average, Exceeding.....	200,000
Sunday Average, Exceeding.....	214,000

The Association of American Advertisers has recently examined and certified to the circulation of

The Chicago Record-Herald

New York Office, Times Building

"I Know"

A GLANCE at the contents of MUNSEY'S MAGAZINE will give the average advertising man a chance to substitute for a complacent "I GUESS" an emphatic "I KNOW."

Advertising is no guessing matter!

The man in charge of a campaign who "guesses" about the class of readers any medium reaches is spending somebody's money half-heartedly.

A young advertising solicitor who recently ventured the opinion in an agency that "MUNSEY'S was a woman's magazine," admitted under fire that he had never in his life read a copy of MUNSEY'S MAGAZINE.

He was "guessing"; he had not troubled himself to arrive at a sensible estimate of a medium that has been identified with every important advertising campaign in the last two decades, and a medium that, entirely to the contrary, frequently stands above all other standard magazines in the amount of men's wear advertising carried.

There need be no mystery about the class of readers any magazine reaches, so long as that magazine depends absolutely upon its contents to keep up its circulation.

MUNSEY'S MAGAZINE has no salesmen other than its contents-page. A study of the magazine itself brings one to a

The Frank A. Munsey Company 75

"I Guess"

correct knowledge of exactly the kind of home THE MUNSEY enters.

If the stories and articles published month by month were not of the right sort, the circulation of the magazine would suffer an irreparable loss before the wrong could be righted, because there is no artificial method of building circulation for THE MUNSEY MAGAZINES—no sets of books, nor insurance policies, nor other allurements to hold the reader for a year, with the hope of getting a new reader to take his place at the end of the first twelve months.

One of the most experienced canvassers in the publishing world recently stated emphatically that he had never known more than ten per cent of the readers obtained by premium schemes to be renewed for a second year.

Study THE MUNSEY, and ask yourself this question:

"Are the homes that demand this kind of reading the class of homes I want to reach with my advertising?"

There is no other method of arriving at a true appreciation of THE MUNSEY; its character is shrouded in no mystery, and its circulation is built solely upon its merit.

Is it on your 1911-1912 list?

pany 75 Fifth Avenue, New York City

Two In One

Nowadays home management is a science—as the October or Annual Progress Number of Good Housekeeping Magazine will show.

Three Hundred Thousand women of the home regularly read Good Housekeeping Magazine for the help and information contained in its editorial and advertising pages. They are now looking forward to the Progress Number for the epitome of the progress they and their profession have made.

This issue offers the manufacturer of anything for the home, from clothes to clothes-pins and from pianos to spoons, a special advertising opportunity. It gives him the buying interest of 300,000 home economists at a time when they are intensively drawn to a special consideration of their profession.

Moreover, the Progress Number is the last opportunity for the advertiser to be represented in the Fourth or October Trade Paper Insert, which will reach 150,000 retail merchants.

This issue is two opportunities in one.

*Present Rate, \$2.00 per Line
Quarter Page or Over, 25% Discount*

GOOD HOUSEKEEPING MAGAZINE

BOSTON

NEW YORK

CHICAGO

The Largest Class Publication in Any Field

"PRINTERS' INK" CUP STAYS WITH DES MOINES

CLUB THAT WON TROPHY LAST YEAR AGAIN DEMONSTRATES ITS RIGHT TO BE CALLED THE MOST ACTIVE OF ADVERTISING CLUBS—EIGHT OTHER CONTENDING CLUBS SHOW SIGNIFICANT GAINS IN POINTS—VALUE TO CLUBS OF SUCH CONTESTS POINTED OUT BY CHAIRMAN GEORGE B. GALLUP

For the second time, the PRINTERS' INK Cup goes to Des Moines. The Des Moines Ad-Men's Club has again been awarded the coveted distinction of having made the "most practical use of its opportunities as an advertising club" during the previous year. President Timothy LeQuatte of the club climbed the platform and descended bearing the large silver token, his face wreathed with a smile, while all Iowa made the hall reverberate with songs and cheers.

The decision of the cup committee, this time appointed by President Dobbs and not as before by the donor, was unanimous, and the eight disappointed competitors of Des Moines generously applauded, although a few minutes before most of them had been sure of success for themselves.

The award was made on the closing day of the Boston convention. During the session the large cup occupied a place of honor beside the presiding officer's desk and the interest was keen when President Dobbs called upon George B. Gallup, vice-president of the Pilgrim Publicity Association and chairman of the PRINTERS' INK Cup Committee.

MR. GALLUP'S REMARKS

The Committee appointed by President Dobbs in May met soon after and embodied its opinions in a summary which, owing much to the judgment, experience and wisdom of my associates, Mr. Frederick W. Aldred, of Providence, Chief Crier of the Town Criers of Rhode Island, and Mr. William M. Fairbanks, of Lowell, Mass., former vice-president of the Pil-

grim Publicity Association, went out from the hands of the committee in such form that it was accepted without criticism by the officials of the Associated Advertising Clubs of America and by PRINTERS' INK; and also was followed without the slightest objection by the clubs competing. I submit herewith, as a part of our report this summary:

CONDITIONS

The Committee on the Awarding of the PRINTERS' INK Cup finds that the only conditions made by the donors are:

"That it shall be awarded to the club which makes the most practical use of its opportunities as an advertising club during the convention year closing August 1, 1911."

As much for the benefit of the competing clubs as for its own need in making a wise and just award, the Committee has decided that the word "opportunities" in these conditions must be defined as including these four lines of achievement:

1. Benefiting the science, art, and ethics of advertising.
2. Increasing the size, prestige, and influence of the club.
3. Inspiring and developing the powers and efficiency of the individual members.
4. Promoting and improving the community along commercial, economic and social lines.

Inasmuch as the standards of possible achievement for each club depend upon local conditions, absolutely alike in no two clubs or communities, the Committee insists that each competing club, in submitting documentary evidence, state explicitly for each line of achievement: First, the conditions at the beginning; and, second, the conditions at the end of the convention year.

Nine clubs entered the competition and their claims and exhibits were passed upon by the committee with great anxiety on our part to render a just and impartial decision.

We felt that the standards set up to govern this contest, if accurately established, must work in time to bring about extraordinary development of the highest and best in advertising and justify the motive with which this cup was originally offered by PRINTERS' INK and for which great honor and credit is due. We felt that advertising, if rightly understood and practiced, must eventually release activities that shall compel an irresistible evolution upward, but only through the perfecting of men and their better co-operation to realize the highest aims and ends of civilization.

We trusted this competition would disclose the fact that advertising men gathered into clubs were working in every part of the country to realize in well rounded activities, truth, efficiency and the beautiful in all human effort and environment.

Finally we felt that as this competition is carried on, year after year, it must help bring to pass that advertising shall make the best that now is and still is to be best known in human consciousness and ever present in realization.

We were not disappointed when we had finished our examination and fixed our decision. More than ever we were convinced that the advertising men of this country have it well within their power, perhaps to a greater degree than any other class of men, to affect profoundly the progress, welfare and destiny of our people along all important lines.

For the work of the clubs competing for the PRINTERS' INK Cup illustrates in every case the idea fast prevailing that scientific advertising means efficiency in truth-telling, about things worth while.

Along the line of co-operative effort each club competing gave evidence of having caught the spirit of that immortal compact signed on the *Mayflower*, one clause of which reads:

"We are knit together in a most strict and sacred bond and covenant of our Lord of the violation of which we make great con-

science and by virtue of which we do hold ourselves straightly tied to all care of each other's good and of the whole by every one and so mutually."

We cannot here attempt a thorough analysis of the work of the competing clubs; that we hope will be made and the results published by the National Body. We wish to point out, however, that Fort Worth, St. Louis, Cedar Rapids and Milwaukee all furnished evidence of most praiseworthy effort to take the utmost advantage of their opportunity.

Minneapolis and Dallas each gave evidence of remarkable achievement along several lines.

The attention of every advertising club in America should be attracted to the remarkable pioneer work of the New York Advertising Men's League in attempting to solve scientifically many of the technical advertising problems which unsolved are now a most potent cause for waste and inefficiency in present day advertising.

The work of the Charleston Club, during its short existence, should be an inspiration to every other advertising club in America, particularly to those in the smaller centers of population.

One club, however, was the unanimous choice of the Committee for first place. The proofs were so conclusive of this club's remarkable efficiency in a multitude of activities along all four lines of effort named in the competition, that your committee takes pleasure in awarding the PRINTERS' INK Cup to the Des Moines Ad-Men's Club of Des Moines, Iowa, the present holder.

GEO. B. GALLUP, Chairman, First Vice-President of the Pilgrim Publicity Association, Boston, Mass.

FREDERICK W. ALDRED, Chief Crier of the Town Criers of Rhode Island, Providence.

WILLIAM M. FAIRBANKS, former Vice-President of the Pilgrim Publicity Association, Boston, Mass.

During the Boston Convention a display of posters was given in the Boston Library.

ADVERTISING AGENTS FORM NATIONAL ASSOCIATION

MOVEMENT OF HIGHEST SIGNIFICANCE TO ADVERTISING WORLD—GREAT ENTHUSIASM AND EARNESTNESS DISPLAYED—PRESBREY, JOHNS, MASSENGALE AND RICHARDS TALK WITH INDORSEMENT OF SEVENTY-FIVE AGENTS PRESENT

At last a national association of advertising agents is under way. This is one of the biggest items of news coming out of the Boston convention.

The second session of the advertising agents' section was marked by the highest degree of harmony, sincerity and the spirit of co-operation. Presiding officer Frank Presbrey had in his opening address suggested the very great desirability of a nation-wide organization of agents. The idea culminated in the unanimous and enthusiastic adoption of the following resolutions presented by William H. Johns, of the George Batten Company:

Moved that a committee of seven with power to add to their number, be appointed by the Chair, such committee to be known as The Committee on National Organization of an Association of Advertising Agents.

Moved further that this committee be instructed to elect a permanent chairman and secretary, and that it shall prepare, in as much detail as possible, a plan for a national organization of advertising agents, and submit the same, together with a constitution and by-laws at a convention to be held not later than March 1st, 1912, to which all recognized advertising agents shall be invited.

The movement starts with seventy-five agents. The prediction was made by J. W. Barber, for forty-five years an advertising agent in Boston, that some of the larger agents who had not seen fit to send representatives to the meeting would later come to see the importance of the movement and regret that they had not had the honor of figuring at its inception.

Mr. Presbrey described the probable results of the new association as "not only beneficial to the business in general, but it will enable us to regulate many abuses

Over the Counter

The Ladies' World is concerned with the woman who buys directly from her grocer, her dry-goods dealer, her druggist.

That explains why the retail dealer has so many customers among The Ladies' World readers in every locality.

The Ladies' World is a creator of Over-the-Counter Demand.

This has been our policy for twenty-five years—to bring the home buyer and the retailer together.

And our policy has been successful!

**THE
LADIES' WORLD
NEW YORK**

from which we all suffer." That was considered expressing it very mildly. St. Elmo Massengale said that his Southern blood boiled over at the common references to the delinquencies of advertising agents. Of course there were shysters in all professions, but he contended there were fewer of them among the agents than in almost any other business. He brought the house down by exclaiming, "If we haven't as high a standard of morals as the newspaper publishers, God forgive us." It is known, argued Mr. Massengale, that the representative agents hold their accounts year after year. That proves that the advertiser does not consider them rascals.

But what the agents ought to do, continued the same speaker, is to present a united front and let people who have wrong ideas of ethics in the agency business know what the real facts are and not judge the whole profession by isolated instances.

The meeting was opened by a clever address by Joseph Addison Richards, in which he also handled the subject of ethics deftly and cited case after case of agents whom he proved to have taken higher ethical grounds than would be true of men in ordinary lines of business. Mr. Richards wanted the business still further professionalized and wound up by conferring the degree of D.D. upon all the agents present. After they had gasped sufficiently, he explained that this meant "Doctor of Distribution." He characterized Bert Moses' description of agency ethics as "a shameful statement" and this characterization was received with great applause. Mr. Richards thought the name of advertising agent had been long outgrown and was to-day a misnomer. The business of the agent was to take a well-made article from the manufacturer and get it into the hands of the consumer, keeping the cost to the consumer down to the minimum. This implied scientific methods, a thorough knowledge of merchandising and trade conditions. One instance was cited where an agent

had saved a manufacturer from disaster by inducing him to cut down a large and unwieldy line of goods to a few leaders, ceasing to make all kinds of concessions to jobbers and working under a trade-mark. That was the sort of work that the agent of the future would have to be equipped to do, not merely writing and placing advertisements.

Mr. Johns said in closing that some years ago the attempt to form an association of agents had failed dismally because the preliminary work was hurriedly done and without a consideration of fundamentals. Now it was proposed to handle the problem differently. New York and Boston had recently formed local associations of agents and similar movements were under way in other cities. The national association would result in presenting a unified front instead of each agent pulling a different way. The thing should have been done years ago.

REPUTED FATHER OF MAIL-ORDER CIRCULAR ADVERTISING DEAD

There died in London on July 2 a man who made a fortune by addressing envelopes. He was G. S. Smith, head of the firm of G. S. Smith, Dalby-Welch, Ltd. He is called the originator of the system of circular advertising by mail, and he started in a borrowed office when he was fifteen years old, in 1868.

He began by addressing envelopes with his own hand. The day he died he had 300 men and 130 girls on his staff to do the writing. No mechanical appliances are used, all the work of addressing being done by hand.

In spite of the great sums he gave away anonymously in charity, he is believed to have been worth \$250,000 at his death. It was all made by addressing envelopes and circulars.

He was the biggest envelope buyer in the world, one of his orders being for 100,000,000 of one kind only—those used for company prospectuses, and they were used up in four years.

The biggest things he ever did were when he issued the prospectuses, 1,250,000 in number, for the Manchester Ship Canal Company, and when he took and filled an order which ran into 2,500,000 for a large American financial house.

R. M. Nicholson has resigned as advertising manager of the Appleton Manufacturing Company, of Batavia, Ill., to take the management of the Standard Pecan Company, of Bloomington, Ill.

Where Woodrow Wilson Stands

His views on the great questions that concern the American People to-day will be fully presented through the

Outlook

in the September Magazine Number, by Henry Beach Needham, who, as The Outlook's special representative, has been granted an interview by Governor Wilson

SILVER AND AUTOMOBILE FOR S. C. DOBBS

RETIRING PRESIDENT RECEIVES SEVERAL SUBSTANTIAL TOKENS OF APPRECIATION — PRESIDENT COLEMAN AND REV. GEORGE WOOD ANDERSON OF ST. LOUIS REMEMBERED

If President Dobbs' cup was not full to overflowing on the final day of the Boston Convention, the evidence fails to show it. First there was the pronounced approbation in regard to his record of more than 20,000 miles traveled during the year and speeches delivered. Next, word came from South Carolina that eleven new clubs had been organized and affiliated, just in time to enable President Dobbs to lay down his office with a roll of one hundred clubs, a gain of nearly 200 per cent in a year. Then came the Convention's enthusiastic expression of appreciation of his ability as a presiding officer. And lastly, the greatest surprise of all.

Just before the last session on Friday he was presented a cabinet containing three hundred pieces of silver, specially prepared by the Gorham Company.

Mr. Dobbs was taken entirely off his guard when Henry B. Humphrey of the H. B. Humphrey Advertising Company of Boston, who is president of the Eastern Division of the A. A. C. of A., tendered the gift.

This was merely the start. During the banquet in the evening a large touring car was wheeled into the hall and presented to the retiring President, much to his confusion. The car was given on behalf of the association at large, and immediately after its presentation a committee representing the Pilgrim Publicity Association of Boston presented Mr. Dobbs with a handsome silver punchbowl.

At the banquet also, A. W. Gamage, of London, presented to the Pilgrim Publicity Association a silver loving cup draped with the American and British flags.

The afternoon session of the

convention was also the scene of other presentations. President George W. Coleman, president of the Pilgrim Publicity Association, hosts of the convention, was presented the St. Louis Advertising League's silver loving cup.

Rev. George Wood Anderson, chaplain of the St. Louis Advertising Men's League, whose speech was one of the hits of the convention, was given a handsome plaque of stained and leaded glass made in Boston, in appreciation of the fact that he had helped the Pilgrims to decide their slogan, "New England Quality," which he did unconsciously in a speech at a banquet in Boston a year or two ago.

DES MOINES OFFERS PRIZE

The Greater Des Moines Committee, which is financing the advertising for the city of Des Moines now running in magazines, has authorized T. W. Le Quatte, president of the Des Moines Admen's Club, to offer to the advertising clubs in the United States \$100 to be divided in three prizes. The first prize of \$50 will go to the advertising club making the best criticism or suggestion of the advertising being done for the city of Des Moines; the second prize of \$30, and the third prize of \$20 to the advertising club making the next best criticism or suggestion.

Data, booklets and copies of advertisements will be furnished on application.

It is suggested that this matter be made a special subject for discussion.

The contest will end on October 1.

The Des Moines Admen's Club will not take part in the competition.

AT THE BALL GAME

"What are you going to do now, Cobb," shouted a member of the Atlanta delegation at the Boston-Detroit baseball game Wednesday, when the great Georgian came to bat in the ninth, with two on bases.

"Oh, I am just going to insert it in paid space," replied the modest Ty, who indicated the center-field bleachers. But he struck out, much to his disgust.

"Your announcement was fine, Cobb," shouted a Pilgrim, "but your follow-up was rotten."

THE PORTLAND WAY

The Portland, Ore., delegation had a distinctive way of promoting their desire to have the convention in 1913. Excellently printed booklets were distributed to delegates, describing the attractions of Portland. The Portland representatives were President David N. Mosessohn, of the Ad Club; Secretary H. W. Johnston, Fred Lockley and Ben Snelling, former acting-governor of Oregon.

I Don't Want Your Business

except on the condition

that the use of space in "Home Life" will produce business for you on a basis which will reflect credit on the magazine and help build for it a *permanent advertising patronage*.

This being the case, I ask your co-operation in finding out at what—if any—points your proposition comes in contact with mine and, for this purpose, I am willing to put my time against yours whenever you say.

"Home Life" now goes to over Nine Hundred Thousand homes in small towns, where need of variety in life makes people unusually responsive to Advertising; and where the close personal acquaintance of dealers with their customers enables these dealers to quickly estimate the value of a demand for Advertised Goods.

"Home Life" offers a merchandising service in connection with distribution which leading National Advertisers have discovered may be profitably used to further their interests.

W. H. Black

Advertising Director

HOME LIFE

F. W. Thurnau, Western Adv. Mgr., L. R. Wasson, Eastern Adv. Mgr.,
Chicago, Ill. 225 5th Ave., New York City

Carl P. Mellow, N. E. Adv. Mgr.,
Boston, Mass.

DALLAS GETS BOSTON MILEAGE BANNER

TROPHY OFFERED BY PILGRIM PUBLICITY ASSOCIATION FOR GREATEST ATTENDANCE-EFFORT GOES TO DALLAS, THE CONVENTION CITY FOR 1912—ANNOUNCEMENT GREETED BY ENTHUSIASM TYPICALLY SOUTHERN

The Boston Mileage Banner offered by the hosts of the 1911 convention, the Pilgrim Publicity Association, was awarded to the Dallas Advertising League, of Dallas, Texas, for the greatest attendance-effort, as determined by percentage of membership present multiplied by distance traveled.

The announcement was made by Carroll Westall, of the Pilgrims, in the closing session of the convention on August 4th, and was greeted by a chorus of Southern yells, interspersed with horn blowing, bell ringing and songs—a mild foretaste of the ovation which was to come later when the same city, Dallas, was to receive the greater prize, the honor of entertaining the 1912 convention.

The banner is of crimson silk, heavily fringed with gold and bearing the seal of the Boston organization and a statement of the purpose of the banner.

"You will not forget," said Mr. Westall, in presenting it, "that back of the banner itself are the Pilgrim ideals which inspired it—the democracy of equal opportunity for clubs small and large assured by the formula 'percentage times mileage' which you promise to preserve—the succession after a year's brief space to another club, unless through perseverance and through self-denial you win it once again."

Mr. Westall said that the New York Representatives Club would have been the victors if they had not been so near to Boston, that St. Louis, San Francisco and Des Moines made a strong bid for the honors, but that the Lone Star of the Empire state had won the trophy.

"Dallas, Dallas, Dallas," went

the cheers through the air, and everybody joined in, for it was the beginning of a big day for that Southern city.

"There's sometimes an advantage in being a long way from Boston," remarked President Dobbs, and then there were more cheers.

The banner was accepted in a brief speech by President Fred E. Johnston, of the Dallas league, which had come 2,000 miles to attend the convention.

BUT IT DIDN'T RAIN

It's a shame to think of what might have happened had it rained during the auto trip along the North Shore. There wasn't a person on the tour that wasn't covered from head to foot with dust an inch thick and if the rain had come down there would have been 1,200 mud pies riding back to Boston instead of the 1,200 dirty but dry joy-riders who did come back. As it was there was a barrel of money made by shampoo artists last night, and for a while it looked as though there wouldn't be enough water in town to keep up the bathtub supply.—*Boston American*.

REPRESENTATIVES OF "PRINTERS' INK" AT BOSTON

PRINTERS' INK, in order thoroughly to cover the great convention, in all its slants and angles, had ten representatives in Boston. They were as follows: John Irving Romer, Richard W. Lawrence, J. M. Hopkins, Charles W. Hurd and Lynn G. Wright, of the New York office; Julius Mathews, D. S. Lawlor and T. E. Platt, of the Boston office; J. Rowe Stewart, of the Philadelphia office, and S. Roland Hall, of Scranton, who conducts "The Little Schoolmaster's Classroom."

"METROPOLITAN" TO ADOPT LARGER SIZE

Beginning with the November issue, the *Metropolitan* will change from the "standard" size to a large page magazine, size 11x14 inches. The change is made both for editorial and business reasons. A number of new departments will be added in which famous writers will express their ideas, and a greater variety of general material will be used. Finley Peter Dunne, creator of "Mr. Dooley," is to be a staff contributor.

HENKEL HAS OWN LIST ONLY

F. W. Henkel, of Chicago, who, for the past two years, has looked after the interest in the Western field of the papers represented by L. E. Pullen, Boston, in addition to his own list, will in the future devote all his time and attention to the papers he represents.

CHICAGO EXAMINER

Invites advertising contracts
on the guarantee that it has

***More Chicago Circulation
than the Chicago Tribune
and Record-Herald combined***

The Chicago Examiner posted July 7th a \$5,000 forfeit in a challenge to the Chicago Tribune and Record-Herald that it had Daily and Sunday more Chicago city circulation than those two papers combined. This challenge has thus far not been accepted. -:- -:- -:- -:-

***212,784 Homes Week Days
621,406 Homes Sundays***

REACHED BY

CHICAGO EXAMINER

New York

23 East 26th Street

Chicago

10 South Franklin St.

WOMEN HAVE AD BANQUET AT BOSTON

While the men were having their feature dinner at Symphony hall in Boston last Friday night, the ladies visiting the convention were also banqueting in the Thorndike. Mrs. George W. Gallup was chairman.

Each guest was presented with a dainty little birch bark canoe filled with chocolates and with a sterling silver belt pin with rich garnet enamel surrounding the emblem of the Pilgrim Publicity Association, with no advertising on it.

At the head table were Mrs. George B. Gallup, Mrs. George W. Coleman of Boston, Mrs. Harriet Chalmers Adams of Washington, Mrs. Henry B. Humphrey of Milton, Mrs. Carroll J. Swan of Brookline, Miss Edna Dean Proctor of Framingham, Mrs. Douglas N. Graves of Winchester, Mrs. S. C. Dobbs of Atlanta, Mrs. Albert W. Ellis of Medford, Mrs. Carroll Westall of Wollaston, Mrs. A. B. Harlow of Boston, and Mrs. George W. Hopkins of Newton.

Others present were Mrs. Jas. S. McGuire, Mrs. Phil Morton, Mrs. Myer Lesser, Mrs. Fenn Stone, Mrs. A. S. Crawford, Miss Gladys de Montluzin of Cincinnati, Mrs. William Woodward Cloud, Mrs. Edwin L. Quarles, Mrs. Donald M. McArthur, Mrs. Joseph Mann, Mrs. William S. Bird, Mrs. Henry Morton of Baltimore, Mrs. Heron Hill, Mrs. L. E. Osgood, Mrs. Joseph W. Hill, Mrs. Delos Hill, Delos Hill, Jr., of Atlanta, Mrs. Stanley Clague, Mrs. Edgar G. Criswell, Mrs. Walter W. Hoops of Chicago, Mrs. William Woodhead, Mrs. J. Charles Green of San Francisco, Mrs. Joseph B. Mills of Providence, Mrs. Herschel Bartlett, Mrs. Ernest Lindsay of St. Joseph, Mo., Mrs. Alfred Darlow, Mrs. Victor White, Miss Louise White, Mrs. F. W. Harwood of Omaha, Mrs. Mary Crowell Brown, Mrs. Lillian A. Dolan of San Antonio, Mrs. Richard Haughton, Mrs. Fred E. Johnston, Mrs. C. F. Vershoyle of Dallas, Mrs. E. B. Tuggle of Kemp, Tex., Mrs. E. Gibbs of Philadelphia, Mrs. Charles Gillette, Mrs. W. Berkowitz of Kansas City, Mrs. Nathaniel V. Sachs of Wilkesburg, Pa., Mrs. Mac Martin of Minneapolis, Mrs. Alfred W. Bailey of St. Paul, Mrs. Frederick W. Boyer of Leeds, Eng., Mrs. Lewellyn E. Pratt of New York, Mrs. E. R. Briggs of Amesbury, Mrs. George Ogilvie of Des Moines, Mrs. Horace E. Ryan, Mrs. Howard F. Griffith of Indianapolis, Mrs. W. Arthur Lydiatt, Mrs. Mary Tillman of Toronto, Mrs. Sol Kohn of Orangeburg, S. C., Mrs. Elizabeth Towne of Holyoke, Mrs. Arthur R. Gould, Mrs. A. E. Greenleaf of Braintree, Mrs. E. H. Pierce of Revere, Mrs. Walter E. Anderton, Mrs. Edwin H.

Leonard of Winthrop, Mrs. David S. Laylor of Brighton, Mrs. Tilton S. Bell of Dorchester, Mrs. Joe M. Chapple, Mrs. D. J. MacNichol, Mrs. W. Frederick Murray, Mrs. P. J. Evans, Mrs. M. McDermott, Mrs. John C. Chapple, Mrs. C. Brewer Smith, Mrs. J. Harold Drake, Mrs. William J. Neal, Mrs. C. Earl Watson, Mrs. Cleveland Chandler, Mrs. P. F. O'Keefe of Boston.

The committee for entertaining consisted of Mrs. Gallup, Mrs. Coleman, Mrs. Douglas N. Graves, Mrs. Arthur B. Harlow, Mrs. Humphrey, Mrs. Chandler, Mrs. O'Keefe, Mrs. Carroll J. Swan, Mrs. William J. Neal, Mrs. George W. Hopkins, Mrs. A. W. Ellis, Mrs. J. I. Hathaway, Mrs. Perry Walton, Mrs. Russell R. Whitman, Mrs. Smith, Mrs. C. E. Bellatty, Mrs. P. J. Evans, Mrs. MacNichol, Mrs. Murray, Mrs. D. M. MacArthur, Mrs. Drake, Mrs. Greenleaf, Mrs. Anderton and Mrs. Carroll Westall. Of this committee Mrs. Gallup was chairman and Mrs. Graves secretary.

TRADE PRESS LUNCHEON

A complimentary luncheon to the Federation of Trade Press Associations in the United States was given at Hotel Brunswick, Boston, August 3, by the New England Trade Press Association. Frederic F. Cutler, president of the local association, presided. Included as guests were delegations from the American Trade Press Association of New York, Chicago Trade Press Association, Central West Trade Press Association, St. Louis Trade Press Association and representatives of the Canadian trade press.

Addresses were made by President H. G. Lord, retiring president of the Federation; Colonel J. B. McLean of Toronto, who spoke on "Reciprocity"; H. M. Sweetland, president of the American Trade Press Association, who paid a tribute to Boston's hospitality; Charles T. Root, chairman of the postal committee, and E. R. Shaw, president of the Chicago Trade Press Association.

A vote of thanks was extended to Messrs. Root, Nind, Oswald and Lord of the Federation postal committee.

At the conclusion of the addresses the annual election of the Federation of Trade Press Associations was held. These officers were chosen: President, E. R. Shaw, Chicago Trade Press Association; vice-president, W. H. Taylor, the American Trade Press Association; secretary-treasurer, Henry Lee, American Trade Press Association.

SAN FRANCISCO AFTER "1915"

The Pacific Coast delegation held up anybody and everybody "on suspicion" and attached a big badge, "San Francisco, 1915—the Exposition City." If a man's coat was already covered with badges and emblems on the front, the San Franciscans deftly pinned the sign to his back, thus making the unwitting sign bearer a walking ad for the great event four years hence.

SOME OF THE SOUVENIRS

As soon as Boston convention delegates had registered on the first day, they were handed a large envelope containing their badges and credentials and a bundle of souvenirs and invitations to visit various factories in the vicinity.

The souvenirs included a well-bound volume "New England: What It is and What It Is To Be," written and compiled by George French, and presented with the compliments of the Boston Chamber of Commerce; a Boston Guide Book and set of souvenir post cards, presented by the Boston Herald; Gillette safety razor blade and necktie clasp, Gillette Sales Company; map of Boston Harbor, Gilchrist Company; Velvet Grip stocking supporters, George Frost Company; and box of Veronique wafers, Loose-Wiles Biscuit Company.

Several thousand canes of bird's-eye maple with silver trimmings were distributed to the delegates with the compliments of the Orange Judd Company and the Phelps Publishing Company.

Booklets and advertising literature of all sorts were also distributed by different delegations, one of the most unique being a miniature pistol and holster, presented in the name of the Fort Worth Advertising Club by the Fort Worth Star-Telegram, and the Texas cotton bolls from C. P. Taft's ranch.

GROWTH OF MANUFACTURING

The Census Bureau has reported to date on the manufacturing statistics of some thirty-eight states, recording the progress made in the five-year period marked off by 1909 as compared with 1904.

Taking the items of number of establishments, capital invested and value of product, we find such five-year increases in the first-named as 106 per cent in Oklahoma, 99 in Idaho, 81 in Alabama and 78 in Virginia; in capitalization, of 234 per cent in Idaho, 128 in Arizona, 87 in Texas; in product, of 119 per cent in Oklahoma, 156 in Idaho and 81 in Texas.

In New England, however, where there has been no such vacuum to fill, numbers have grown but 13 per cent, capital but 33 per cent, product but 31 per cent.

Viewed broadly, however, the New England or Eastern factory appears to have lost no ground to new competitors as regards productive activity or attraction for capital.

GREETING IN IRISH

The Independent newspapers of Dublin, Ireland, sent a hearty greeting to the convention, but it was in Irish, and the presiding officer passed it up, amid loud dissenting calls for him to read it out loud.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

BOSTON "POST" GAVE LUNCHEON IN HIS- TORIC BUILDING

PUBLISHER GROZIER ROYALLY ENTER-
TAINED THE CONVENTION VISI-
TORS ON FIRST DAY—WAS TO
HAVE BEEN HELD IN SUB-SUBCEL-
LAR OF NEWSPAPER PLANT

At the close of the morning session in Faneuil Hall an invitation was extended by E. A. Grozier, the publisher of the *Boston Post*, through H. B. Humphrey to the delegates and their friends to have luncheon at the Tremont Temple.

An envelope containing a printed invitation and a twelve-paged booklet regarding the wonderful new mechanical plant of the *Boston Post* was given to each person in attendance by A. H. Marchant, the advertising manager of the *Post*, and his staff.

A line was formed outside the convention hall and headed by the Toronto Ad Club and its famous bagpiper, the 1,800 people in attendance marched the short distance to the hall, passing in front of the office of the *Post* to give three cheers for Mr. Grozier.

It was the intention of Mr. Grozier to give this luncheon in the sub-subcellar of the plant, sixty feet below the ground, so that the delegates might see the wonderful construction which is a marvel in engineering circles.

Here are five floors beneath the street level, thirty-one feet beneath the level of the Washington street tunnel!

For the first time in the history of newspaper plants enormously heavy newspaper presses are installed one above the other, three to a tier.

The *Boston Post* press cellars, subcellars, and sub-subcellars now contain the largest printing plant in New England and the largest press in the world.

It was later deemed expedient, however, to give the luncheon in Tremont Temple.

After every one had been served H. B. Humphrey, chairman of the

board of directors of the P. P. A., called Mr. Gale, of Omaha, to the platform. Omaha entertained the ad men last year and Mr. Gale took this occasion to present President Dobbs with a golden bell on behalf of the Omaha contingent.

Introduced by Chairman Humphrey with the words "And a little child shall lead them," Master Neil B. Ellis, of Baltimore, took the platform and led the singing of "Baltimore."

The band played the "Star Spangled Banner," all present singing the refrain.

This over, ex-Senator Lafayette Young, of Iowa, proposed a vote of thanks to E. A. Grozier, publisher of the *Post*, and this was received with cheers and approved by a voice vote of great volume.

The state delegations marched into the building under waving banners, singing a dozen specially written songs set to popular music. Each contingent wore its special brand of straw hat band and badge and carried its distinctive flag.

The enthusiasm became rampant when everybody had got in.

All stood still while the Sawyer-Knickerbocker quartette from Missouri rendered several selections, all present joining in on the choruses.

When the Iowa contingent struck up with the tune "Maryland, My Maryland," singing the words "Iowa, My Iowa," it was too much for the Maryland aggregation to stand, and they joined in singing the same refrain, but with their own words.

Distinguishable above the uproar could be heard first the Indian war whoop of the Texan contingent led by "Alkali Pete" Willis; then the Southern call of the Fort Worth group, followed by the blasts from their horns, which were formed from the caput adornments of the famous longhorns of the Western plains; then the shouts of the Georgians and others in turn. The First Corps of Cadets band gave all the music the singers wanted and the guests wished.



HERE are a few monograms taken from letters received from SMART SET subscribers in the first mail July 15, 1911.

Hundreds of such letters come to us every week. They indicate refinement, good taste, culture and means. Only people who use such stationery can appreciate the clever fiction in SMART SET, the "class" magazine.

If you selected 110,000 names from Blue Books and Club Lists, you couldn't find a better list of names than the 110,000 families who demand SMART SET each month—that is, if you are trying to sell something a little better than the ordinary. There is no waste in SMART SET circulation for the manufacturer of

- Automobiles
- Pianos and Musical Instruments
- Beautiful Furniture for the home
- Jewelry and Silverware
- Oriental Rugs
- Parquet Floor and Floor Wax
- Wearing Apparel for dainty, beautiful women whose individuality is expressed in their clothes
- Food Products and Toilet Articles for people of discriminating taste
- Wearing Apparel, Cameras, Razors, Trunks, Sporting Goods, and other things used by successful business men—the class of men you see on the Twentieth Century Limited.

The buyers of Quality Goods are readers of SMART SET.

If you are not in this class, do not use SMART SET.

If you are in this class—

WELL?

HOWARD P. RUGGLES
Advertising Manager

THE SMART SET
A MAGAZINE OF
CLEVERNESS

452 FIFTH AVENUE, NEW YORK



AGENTS PLEASED WITH ACTION OF GUDE AND CUSACK

RECOGNITION OF AGENTS BY OUTDOOR
AND PAINTED SIGN INTERESTS
MARKS NEW EPOCH — COMMISSIONS
TO APPROVED AGENTS AFTER
YEARS OF PULLING IN OPPOSITE
DIRECTIONS

O. J. Gude's, inimitable smile communicated itself to the faces of seventy-five advertising agents at the Boston Convention when he announced that the outdoor advertising interests had decided to recognize certain agents under certain conditions. The smile broadened when he was followed by H. A. Palmer, of the Thos. J. Cusack Co., stating that the painted sign interests would hereafter allow a ten per cent commission to approved agents.

These announcements followed the recent action, told previously in *PRINTERS' INK*, taken at the Atlantic City and Asbury Park conventions. Advertising agents and paint and outdoor interests have always pulled in opposite directions, perhaps, sometimes, to the advertiser's disadvantage. From now on the motto will be *co-operation*, with the advertiser's interests paramount.

Mr. Gude thought that the modern, up-to-date agent was entitled to the degree of D.O.P.—Doctor of Publicity. The agent has become a helpful adviser to his client instead of a mere contractor, and there are enough D.O.P.'s in the field to-day to cause the O. J. Gude Co. to reverse its former rulings and to pay a commission as a compensation for agency effort.

Mr. Palmer explained that his company is the clearing house for all painted sign interests throughout the country, with the exception of New York City. Heretofore the policy had been not to recognize each other and not even to give out information. The time had come for co-operation and the granting of the commission had followed.

Frank Presbrey replied grace-

fully, recognizing that never before had two such important concessions been made to agents.

WILL MEET IN 'ATLANTA

Delegates from states east of the Mississippi River, in the southeastern division of the Associated Advertising Clubs of America, held their annual election of officers in Boston in connection with the convention.

The following were chosen: P. E. Bashem, of Louisville, president; Bruce Kenedy, of Montgomery, Ala., vice-president; L. D. Hicks, of Atlanta, secretary-treasurer. The directors will be chosen by the president and vice-president. It was voted to hold the next division meeting in Atlanta.

C. V. WHITE, OF SEATTLE, DEAD

C. V. White, general manager of the White Advertising Bureau, Inc., Seattle, died July 28, after an operation for appendicitis. He was one of the leading spirits of the Seattle Master Printers' Association, and served as president of that organization for two years. A long list of organizations claimed him as an active member, including the Chamber of Commerce, Press Club, Publicity Club, Masons, Elks, etc.

He is succeeded in the White Company by A. J. Izzard, former sales manager.

G. A. McCLELLAN BACK IN INDIANAPOLIS

G. A. McClellan, formerly general manager of the Indianapolis *Star*, has returned to Indianapolis and acquired an interest in the *Sun*, which a year ago passed into the ownership of Rudolph G. Leeds. Mr. McClellan sold the Dayton, O., *Journal* several months ago. Previous to that he was also general manager of the Terre Haute *Star* and the Muncie *Star*, as well as the Indianapolis *Star*. He has become president of the Sun Publishing Company.

FILMS TO ADVERTISE A CITY

A proposition to advertise Oakland through the East by means of moving-picture films was presented recently to the board of directors of the chamber of commerce, by A. J. MacMurty, of that city. His idea is to take 1,000 feet of moving pictures in Oakland, at a cost of \$400, and he keep the films, or \$500 if the chamber owns the films. The scheme was referred for definite action to the advertising committee.

ENTERTAIN THEIR SOLICITORS

The Columbian-Sterling Publishing Company gave a dinner to the advertising solicitors of *Hampton's Magazine* and *Columbian Magazine* at the Holland House, New York, July 21.

The manager* of a leading department

store has just written:—

"I know from personal investigation that The Monthly Style Book is highly prized by the women of the home and is preserved and constantly referred to for style ideas, household suggestions, etc., etc. In my opinion advertisers could not possibly secure a better medium."

What do your dealers think of your advertising mediums?



Francis R. Whiting

Manager Advertising Department
4th Avenue at 30th Street, New York

*Name on Request

STIRRING SCENES AT CLOSING BANQUET

CONVENTION WINDS UP WITH BIGGEST DINNER OF ADVERTISING MEN EVER HELD—WILLIAM G. M'ADOO OF NEW YORK TELLS HOW ADVERTISING SWAYS PUBLIC OPINION—TOURING CAR GIVEN TO RETIRING PRESIDENT DOBBS—ENGLISHMAN SUGGESTS LONDON FOR A TRULY INTERNATIONAL AD MEETING—OVER 800 PRESENT

Friday night's banquet which bought to a close the convention at Boston was the greatest dinner of advertising men ever held in this country. Greatest not because more people were there or because the speakers were more brilliant, but because of the completeness of good feeling among advertising men from California to Maine which this dinner demonstrated.

The sharp rivalries for prizes and offices which had marked proceedings earlier in the day were forgotten. As was remarked by several, the tone of the gathering was more like that of a meeting of college alumni than of groups of men representing interests supposed to be pitted against each other in the great struggle of business. As a matter of fact the results of this thorough unification of sentiment that the great problems of advertising can only be solved by concerted action of all advertising men will be made clear in the year to come. The banquet gave the final touch of mutual understanding. Eight hundred were present.

The speakers were men of national and international reputation. William G. McAdoo, the builder of the Hudson Tunnels in New York, had come to Boston for this special occasion to speak upon how advertising can sway public opinion. No man in the world is better entitled to speak with authority upon this significant subject than the pioneer who has proved so effectively that a public service corporation can win golden public good-will for itself by advertising. His speech will be put down as one of the steps for-

ward in the development of American industry. It is printed elsewhere.

Other speakers were John Kendrick Bangs, Elbert Hubbard, Gen. Charles H. Taylor, George W. Coleman and O. J. Gude. Mr. Bangs' address was instinct with fun and wit and his treatment of the subject of "Historic Reputations" fulfilled the expectations of those who knew him as the author of "The Houseboat on the Styx."

Elbert Hubbard lived up to his reputation as a magnetic and forceful public speaker in his address on "Advertising and Public Credulity."

O. J. Gude, of New York, spoke of the steady growth of the bond of union between this country and Great Britain. His eloquent words were greeted with warm applause, in which the members of the British delegation joined with a will. One of the Englishmen took advantage of the "psychological moment" to express a hope that the English advertising organization would affiliate with the American clubs and that a meeting could be brought about in London at some not far distant date. The idea of thus internationalizing advertising as a coherent commercial force set the great Symphony hall rocking with applause.

One of the pleasant events of the evening was the gift of a 1912 Autocar to retiring President Dobbs. When the car was wheeled into the middle of the hall and the donation made in a happy speech by E. F. Trefz, of Chicago, Mr. Dobbs was completely overcome. Another gift bestowed on Mr. Dobbs, was a silver punch bowl from the P. P. A., through President Coleman.

Besides those already mentioned, the following distinguished company sat at the head table: Governor A. O. Eberhart, of Minnesota, who had come on to promote St. Paul for the 1912 convention, but who gamely accepted the decision against him and thus laid good-will in store among the men outside of his state for any presidential boom he may care to "spring" sometime; Mayor Pres-

ton, of Baltimore, Acting Mayor Collins, of Boston, John K. Allen, J. W. Dunphy, R. L. O'Brien, P. S. Florea, Rabbi Charles Fleischer, F. S. Baker, H. B. Humphrey, Herbert S. Houston, E. C. Mansfield, Mac Martin, E. A. Grozier and E. C. Wingate.

It was announced that J. Charles Green of the San Francisco delegation had given \$10,000 and that twenty other men will give a like sum each to capture the convention for San Francisco in 1915. Far-seeing and long-headed campaigners, these delegates from the Golden Gate.

It was, it is said, the San Francisco delegation, consisting of only five members, which started the subscriptions for the automobile for Mr. Dobbs.

Gen. Taylor was a particularly skillful toastmaster. He said that if Boston ever had any snobs these were put into cold storage during the visit of such a red-blooded band as the ad-men. Becoming serious, he touched upon the great advances made in advertising. "A few years ago," he said, "no one expected that in so short a time banks and trust companies would be liberal advertisers." He intimated that the resources of advertising as a social, as well as a commercial force, had hardly begun to be exploited.

A. W. Gamage, of the British delegation, when called upon to speak, recounted his hospitable reception in this country and closed by tendering a giant loving cup, filled with wine, to the P. P. A.

EDITOR TURNS PREACHER

Herbert S. Blake, former city editor of the Elgin, Ill., *Courier*, is to become an Episcopal minister. He has accepted the position of advertising manager of *The Diocese*, the official publication of the diocese of Chicago. He has made application as a candidate for entrance to the Western Theological Seminary with the view to studying for the priesthood.

The Graphic Arts exhibition held in Boston during the Advertising Convention was attended by a large number of the delegates. It represented many of the best features in American design, engraving, typography, catalogues and general advertising.

The Angle

The
Woman's Home
Companion
fills a
very wide angle
in the life
of every woman
who subscribes
for it.

REPORT OF THE ADVERTISING CONVENTION

BOSTON GIVES ROYAL WELCOME TO ASSOCIATED ADVERTISING CLUBS OF AMERICA, AUGUST 1 TO 4—FANEUIL HALL AND FORD HALL SCENES OF NOTABLE GATHERING—MANY SPEAKERS ADDRESS THE CONVENTION—ADDRESS BY GOVERNOR FOSS—LETTER FROM PRESIDENT TAFT—CONVENTION PLEASANTRIES—TOTAL REGISTRATION 2,260

An ad man from Chicago stumbled down the steps of his sleeper, at the Back Bay station in Boston Tuesday morning, August 1, dragging a heavy suit-case with him. He was cross, hungry and tired.

He was grouchyly pondering the shortest outlet from the station, when a newsboy, early abroad with his sheaf of papers, came running up.

"Hey, Mister," the boy called, "dat's de way to de trolley. Pap, sir?"

The ad man thought of baseball, and bought one.

"We'se goin' to give you one great time, Mister. Guv'nor's goin' to be here and de town's wide open for youse."

The lad was cordial and smiling. The ad man's grouch melted away completely before this welcome. By the time he had reached his hotel the earnestness of Boston's whole-hearted greeting banished the memories of his hot journey and left him with keen anticipations of the four days ahead of him.

Every ad man and ad man's wife, if she happened to be along, found all Boston in just the welcoming disposition that met the ad man at the train. The "Hub" was ready and waiting for the descent of the Associated Advertising Clubs of America. The plans for the reception of the visiting men and women which the Pilgrim Publicity Association had been so carefully laying for a year bore the brunt of the influx, that taxed incoming trains and steamboats, with an efficiency that occasioned general admiration.

The first opportunity provided the visitors for estimating their numbers was at the opening session at 10.30 Tuesday morning, when they gathered at Faneuil Hall. "Eight hundred," calculated some ready reckoners, who ran their eyes over the crowded seats. This estimate swelled to 1,500 at noon, when everybody had a chance to look over the tide of people who moved up the street in response to the invitation to lunch of the Boston *Post*, in Tremont Temple. The first day closed with a total registration of 1,800. The last day, 2,260.

But additional delegates and other advertising men continued to arrive at such a rate that when Henry W. Newhall of the registration committee gave out the final figures on the last day of the convention, there were 2,260 persons registered at headquarters divided as follows: 405 voting delegates, 918 club delegates, 592 guests, 345 ladies. In addition, there were many advertising men present who did not register at headquarters.

Among those present when President Dobbs, of the Associated Clubs, began to speak were 400 delegates, representing 94 cities and 111 clubs. Mr. Dobbs assured his hearers how glad they all were to come to Boston, the cradle of Western civilization, and continued, in part, as follows, his remarks evoking applause:

"We are men with a mission. For two years and more we have steadfastly held to a purpose. That purpose is to educate the advertisers of this country that there is but one kind of advertising that will be permanently profitable and that is honest, truthful advertising. And at the same time we are endeavoring to teach the American people the believableness of advertising and forever stamp out the stigma of untruth, which is so often applied to advertising and banish from the minds of the people the thought that an advertisement of a corporation or firm is in any degree less reliable than its signed statement.

Governor Foss then welcomed the delegates on behalf of the state. The Governor expressed his hearty sympathy with the aims of the advertising clubs and indicated his personal interest by stating that he himself was a

(Continued on page 37)

THE HARPER PUBLICATIONS

have their own distinct following. People who know good things, use good things, demand good things, are the people you can reach through HARPER'S.

The mere "say so" of an advertisement being in the HARPER'S PUBLICATIONS gives it a standing with the reader sufficient to call forth his or her check book. And every reader has a check book.

HARPER'S MONTHLY MAGAZINE WEEKLY AND BAZAR

For Rates, Discounts and Information, Address

HARPER & BROTHERS
Franklin Square NEW YORK

Buying Power of the Readers of Leslie's Weekly

Is *your* mail like this?

**An advertiser writes: Of one day's mail we had 13 inquiries.*

Seven were from Leslie's.

Six of the seven were well rated business men.

Five of these six were rated better than \$500,000.

Two of them were Presidents of concerns whose ratings in Dun's were AaA1.

**Name on request.*

Circulation guaranteed over 330,000 copies an issue. \$1.25 a line

Leslie's

ILLUSTRATED WEEKLY

ALLAN C. HOFFMAN
Advertising Manager
225 Fifth Avenue, New York

CHARLES B. NICHOLS
Western Manager
Marquette Building, Chicago

manufacturer of machinery. He demonstrated how good his bearings were in the advertising field by the following remarks, which struck the serious keynote of the whole convention:

"When the work of the advertiser is done in a genuine, sincere and successful manner, his profession is, in fact, an honorable one. I am glad that the advertising fraternity has taken, year by year, a higher and broader view of its work, and that this work is, therefore, universally recognized to-day as calling for the sterling qualities of candor, sincerity and truth. Advertising could never have become the mighty force that it is to-day if it had not become purified through the far-seeing and business-like efforts that your profession has made toward this end. And the result is that the duly accredited advertising man holds the respect and confidence of manufacturers and merchants everywhere.

"As a manufacturer of machinery, I can bear testimony that this business depends primarily upon publishing widely the exact facts in relation to the various machines made and trusting to these facts to stimulate that interest and confidence among buyers which will help the salesman to complete his work. With that statement I propose to drop all reference to advertising and to talk for a few moments upon a broader and more vital topic, namely, publicity.

"When we speak of publicity we speak of the most powerful force that acts to-day in the world of business."

Toward the close of his address Governor Foss said that publicity for public, as well as private, business was dictated by the spirit of the times.

Others who spoke were George W. Coleman, president of the Pilgrim Publicity Club, Acting Mayor Collins, who welcomed the delegates for the city in the absence of Mayor Fitzgerald; Lafayette Young, former United States Senator from Iowa; J. Proctor Humphries, of London, and Joe Mitchell Chapple, publisher of the *National Magazine*.

Acting Mayor Collins commented upon the ramifying influence of the work of the advertising men.

President Coleman got a rousing reception when he rose to say how glad he and all other Bostonians were to have the clubs in the city. "We Pilgrims would rather be here than in heaven," said he, after telling how his organization had labored through the year to make the convention

a success. He then mentioned some of the attractive features of Boston and described in considerable detail the admirable work of civic betterment the city was sturdily trying to carry through.

Just before J. Proctor Humphries was introduced, the Toronto delegation, twenty-five strong, dressed in kilties and led by a Scotch bagpiper playing fetching airs, came down the aisle. On their broad red sashes the members carried this legend: "Toronto, 1913," thus suggesting a happy possibility for them two years hence.

Mr. Humphries confessed that the mother country had got and was getting most of its workable advertising ideas from this country. As he sat down, the audience rose and sang, "God Save the King."

Former Senator Young's speech was whimsical and exceedingly diverting. Though short, it was one of the best of the day. He said that the Iowa delegation came prepared to paralyze the convention. Perhaps, he suggested, they would find themselves in the same situation as the negro who said that he went to war singing, "Veni, Vidi, Vici," and came back yelling, "Vice Versa."

Clarence Ousley, as representative of the largest Southern delegation, that from Fort Worth, Texas, described what a stirring effect the welcoming speeches had had upon him.

The Pilgrim Association had provided singing to ease whatever strain there might be in listening to a whole morning's speeches. Just as Acting Mayor Collins finished his address, the Pilgrim Glee Club, assisted by members in various parts of the hall, delivered themselves of this effective refrain:

We are pilgrims, hale and hearty,
And we give this little party
To the men who advertise,
In the kind but firm intention
That you'll like our first convention
In the town of enterprise.
You have come from Dallas, Texas,
And it pleasantly affects us
To observe the club from San Antonio;
You have come from Minnesota,
Colorado, North Dakota.
And we're glad you're here—and so—

CHORUS

Just put your badge on, stranger,
And there'll be no danger
That you'll miss our welcome, loud
and strong,
For we're here to greet you,
And we're glad to meet you,
And we won't be strangers long!

The Missouri men have shown us
That they really must have known us,
And Atlanta does the same.
Though the distance was terrific,
Yet a band from the Pacific
Comes to add to Boston's fame.
And we hail them with great elation
All the New York delegation
And the club that comes to us from
foreign shore,
And we're gratified to tell 'em
That the town of cerebellum
Is one great wide open door.

The general session for the day
was held in Ford hall at 2 p.m.
After a flurry of enthusiasm and
banner-waving by the visiting dele-
gations, President Dobbs, who
was proving to be an admirably
crisp executive, brought the meet-
ing quickly down to business.

President Dobbs, after referring
to the wonderful progress made
by the association during the past
year, and bidding the delegates
welcome, continued, in substance,
as follows:

"As your official head, I have
visited since the Omaha Conven-
tion thirty-two clubs, have made
fifty-one speeches in the interest
of good advertising, and have
traveled exceeding twenty thou-
sand miles, making two trips to
the Pacific Coast and one into
Canada.

"At Omaha, in accordance
with the Martin and Carver reso-
lutions, after conference with the
various clubs, I appointed the fol-
lowing Educational Committee:

Herbert S. Houston, chairman;
George French, vice-chairman; L. E.
Pratt, J. Montgomery Brown, R. E.
Sunderland, F. E. Scottford, M. J.
Osborne, E. St. Elmo Lewis, Prof. Wal-
ter Dill Scott, John Lee Mahin, R. T.
Carver, Mac Martin, W. W. Hudson,
W. N. Watson, O. R. McDonald, A. L.
Shuman, W. H. Ingersoll, L. M. Mar-
tin, William Taylor, J. A. Aniser, Dr.
F. A. Wynne and John I. Romer.

"I haven't words at my com-
mand to express the depth of ap-
preciation which I have, not only
for the character of work that
these men have done, but for the
amount of it. Their labors have
been prodigious and the Associa-
tion owes to Herbert Houston,

chairman of this committee, a debt
it can never repay, and to Romer
and French and Ingersoll and
Pratt and all the others I say
that through their unselfish ser-
vices they have builded a monu-
ment for themselves more endur-
ing than granite, and their names
are forever carved upon the
foundation stones of the edifice
that we are erecting on behalf of
believable publicity.

"Those clubs that have taken
up in a serious manner the work
as planned by this committee
have had a most wonderful year,
and it is to be regretted that so
many, or even any, of the clubs
have failed to avail themselves of
this opportunity.

"In almost every instance the
clubs that have not progressed
either physically or intellectually
during the past convention year
have been those that did not ap-
preciate the importance of this
educational work and in conse-
quence neglected to take it up."

Mr. Dobbs commended the
organization by states, which is
now proceeding, but was not for
that reason in favor of abolishing
the organization by divisions.

He strongly recommended the
adoption of the report of the com-
mittee appointed to draft a model
constitution.

In closing, he paid high tribute
to the co-operation of Secretary
Florea and his other associates in
office.

H. S. Houston, chairman of the
educational committee, then made
his report, which is printed else-
where in this issue.

Following this were reports of
work done along educational lines
by different ad clubs. Fred John-
ston, president of the Dallas club,
said that eighty had been in at-
tendance at these study meetings
and that not a meeting had been
missed.

T. W. LeQuatte, of Des Moines,
reported that his club had adopted
a rule that no one could refuse to
give his opinion upon a subject
under discussion. He indicated a
direction in which an ad club can
make a real contribution to the
progress of its community by
stating that his club had a visitors'



McClure's is valuable as a business proposition because it is influential as an editorial proposition.

Emerson speaks of hitching one's wagon to a star. That is exactly the attitude of manufacturers who use a medium like McClure's to influence people.

McClure's could not possibly lend that influence to a bad business proposition without doing violence to its editorial standards.

Just as it believes in honest methods of government, so it believes in honest methods of business.

Just as it tries to offer a full dollar's worth of helpful, entertaining and instructive reading matter, so it tries to offer a full dollar's worth of goods on behalf of its advertisers.

People who read McClure's have learned to trust it.

McClure's

list of 125, who were indirectly interested in advertising, but who appreciated its power to broaden business viewpoint.

I. H. Sawyer, of St. Louis, described how his club helped to make advertising a part of the course at the University of Missouri. He had received letters of inquiry from other universities also. He was looking forward to the time when there would be a good text-book on advertising for beginners.

ingly skillful forensic treatment, it became electrical. He essayed, before a packed house of *advertisers*, to show that upon the advertisers must rest the brunt of the responsibility. He not only essayed this, but he succeeded in bringing his powerful address to a close to the accompaniment of such applause as even Ford hall has seldom witnessed. His talk stands as one of the masterpieces of the convention and it became in the evening the subject of many



THE PILGRIMS AS SEEN BY THE "POST" CARTOONIST

President A. M. Candee, of the Milwaukee club, told how his organization had been instrumental in establishing a course in advertising at the University of Wisconsin.

At this stage President Dobbs read a letter from President Taft, who expressed his regret that the closing days of Congress kept him from acting the host at Beverly, as he had hoped and planned. He cordially indorsed the aims of the advertising clubs, who were proving themselves forceful factors in raising advertising to the high level upon which it was destined to operate in our economic system.

The speech of Bert Moses, president of the Association of American Advertisers, dealt with "The Ethics of Advertising."

"Newspapers and Their Advertisers," the address by James Schermerhorn, of Detroit, which appears elsewhere at length, drew forth applause that lasted for minutes. The theme of his address, the question of who is responsible for fraudulent and misleading advertising—the publisher or the advertiser, was a vital one in itself, but under his exceed-

a warm discussion in hotel lobbies and around dinner tables. Brilliant in epigram, wit, literary allusion and current reference, it so impressed President Dobbs himself that he said this speech alone was worth coming to Boston to hear.

SOUVENIR CANES

The nifty silver maple canes distributed by W. A. Whitney made a hit. They were carried around Boston all during the convention by several hundred men, who had a need for just such an article. Each cane bore the label upon its bands of the Orange Judd Company and the Phelps Publishing Company.

NOT ALLOWED TO SHOOT

It nearly broke the heart of Acting Mayor Collins to have to refuse the invading advertising men anything, but he had to turn down the request of the delegation from Texas. It is rumored that they wanted permission to "shoot up the town" with blank cartridges on their way from the station to Faneuil Hall.

NEW INCORPORATION

The Chicago Letter Service, Chicago; \$2,500; general printing and mercantile business; Bernard J. Brown, Frank P. A. Navigato, Seymour N. Cohen.

SECOND DAY OF THE CONVENTION

ELEVEN DEPARTMENTS HOLD SPECIAL SESSIONS—FINANCIAL ADVERTISING DISCUSSED—FARM PRESS SEES HOPE FOR MUCH LARGER BUSINESS—RETAIL POLICIES AIRED—MOTOR TRIP TO BEVERLY—VISIT TO HOME OF THOMAS W. LAWSON—WATER-MELON PARTY

Wednesday morning, when the delegates had increased to over 2,000, the convention got down to hard work. Eleven separate departmental sessions, opening at 9:30 and closing at noon, absorbed the visitors each according to his special interest. These were as follows: National Advertising Managers, Daily Newspapers, Periodicals, General Advertising Agents, Outdoor Advertising, Agricultural Publications, Printing, Engraving and Business Literature, Technical Trade and Class Publications, Municipal and State Publicity, Retail Advertising, Specialty Advertising.

The National Advertising Managers and the General Agents proved to be the most interesting. At both sessions the attendants warmed up thoroughly to a presentation of their views, as will be seen in special articles printed on other pages.

Lafayette Young, Jr., who was to have presided at the meeting of the daily newspapers, was unable to be present, and his place was taken by Louis Wiley, of the New York Times. William C. Freeman, of the New York Mail, Thomas E. Dockrell, of New York, and Mr. Wiley read papers.

The following extract from Mr. Wiley's excellent address indicates his treatment of the newspaper question:

The high character of the modern daily newspaper has had a good effect on the advertiser. There was a time when any man who had merchandise for sale, and who chose the public print to induce readers to accept his offerings, thought it necessary to indulge in extravagant and hyperbolic language to attract buyers. The example set by Barnum was followed by merchants and the vendors of patent medicines.

Persons of primitive intelligence may have accepted the high-flown verbiage



**Lack of
harmony
between the
different parts
of a selling cam-
paign often undoes
the otherwise good effect.**

A client came to us with good copy, a reasonably satisfactory follow-up system and a one hundred per cent right proposition, but the percentage of business was way down.

Our investigation revealed a lack of connection between copy and follow-up—the latter did not begin where the former left off.

The result was a flood of inquiries but no orders, and the different story he now has to tell is a tribute to our service.



**Nichols-Finn
Advertising
Company**

**14th Floor Kesner Bldg.
CHICAGO**

as truth and suffered accordingly, but to-day the readers of a newspaper conducted in the interest of the public are repelled instead of attracted by sensational language.

The newspapers of this country having set up a high standard of ethics for their own government demand in the interest of their readers that what advertisers offer shall bear the trademark of genuineness. Side by side with intelligence gathered from all parts of the world appear the announcements of reputable merchants, bankers and brokers, insurance offices and the great corporations.

Only childish and bucolic intellects respond to the propositions of palmists, financial tipsters, quack medicine vendors, and the rest of the horde that thrives on the credulity of the ignorant and weak-minded.

Newspapers as well as magazines are learning what a great responsibility rests upon them, and are coming to realize that they destroy the value of their property if they allow disingenuous, misleading and objectionable advertising to appear side by side with the assertion of high principles in governmental, social and economic progress.

When Mr. Freeman rose to speak he was greeted with great applause. The time may have been when the man who advocated honesty and cleanness in advertising was a voice preaching in the wilderness, but this enthusiastic greeting was another bit of evidence that that time is past.

Mr. Freeman dwelt upon the need of human interest in advertising. He said that the newspapers in New York contained less of the human interest—the real compelling power of advertising—than papers of other cities. Perhaps it was because people in the metropolis were so rushed that they had no time to appreciate human interest copy. Philadelphia sets the pace in volume and character of business, he said. He believed advertisers should everywhere try to put more individuality into their advertisements so that newspaper readers would read them with as much interest as they do the news. He urged that there should be a uniformity of rate and that the differential rate be abolished.

PERIODICAL SESSION

The only topic discussed in the Periodicals departmental session Wednesday morning was that of "Financial Advertising in the Magazines."

This subject was opened by

H. D. Robbins, advertising manager of N. W. Halsey & Co., New York.

Mr. Robbins gave an interesting review of the development of financial advertising from the year 1902, in which the subject of investments was first given regular attention by a magazine that now carries as much as fourteen pages of this class of business in a single issue. The leading thought of the speaker was that conscientious care in excluding all fraudulent and exaggerated copy and the education of readers on investments must always come before the publisher may expect the conservative banker to advertise safe bonds and other securities—that the 5% bond man will not attempt to compete with get-rich-quick promises. He pointed out some copy expressions that, though not likely to be considered inadvisable by an advertising man, would be so considered by a banker—such, for example, as "safe as a government bond," "no client of ours ever lost a dollar by his dealings with us." A bond, he explained, might be excellent and still not be as safe as a United States government bond, and a client of a banker might lose on a resale of his bonds without any default in the bonds.

Mr. Robbins believed that harm is done by competitive tables, showing the amount of advertising carried by various magazines. In his opinion, perhaps 25% of advertisements are more or less deceptive, and he thought this business was accepted as the result of too much aggressiveness on the part of publishers to beat the record on quantity of advertising.

The address ended with a suggestion to the Quoin Club for some kind of supervision and corrective influence in the matter of objectionable advertising.

Herbert S. Houston followed Mr. Robbins with hints as to what might be done by publisher, banker and Government in the improving of conditions. Mr. Houston declared that he could not share the views of a speaker of the previous day who had in-

Facts Worth Consideration

By
ADVERTISERS
of

AUTOMOBILES,
TIRES, LAMPS,
WIND SHIELDS,
SPEEDOMETERS,
MOTOR APPAREL,
HORNS, TOURING
OUTFITS and
MOTOR ACCESSO-
RIES of every
description.

A PAGE IN

The INTERNATIONAL STUDIO

Advertising Medium de Luxe

At \$108 (if 3 are used within the year)
puts you in touch with the owners of

OVER 7,000 AUTOMOBILES

FURTHERMORE

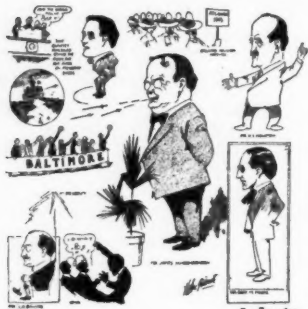
$\frac{3}{5}$ of these cars are makes
costing \$3,000 and more.

ASK US HOW WE KNOW THIS

Such people are good buyers of other
things as well, especially Furniture,
Pianos and Decorative Objects.

RALPH W. CAREY, Advertising Manager
110-114 West 32d Street, New York

clined to the view that there were no ethics in advertising. Describing the standard of one magazine, he said that no advertisements of industrial stocks would be accepted direct from the concern putting out the stock; for the protection of the reader, the magazine insisted that the securi-



AS THE "GLOBE'S" CARTOONIST SAW IT

ties also bear the approval of a responsible banker.

Mr. Houston offered a resolution, which was referred to the general resolutions committee, approving of certain work done by Postmaster-General Hitchcock, but requesting legislation by Congress that would require persons who expect to use the United States mails as a means of selling stocks, bonds, etc., to file a statement with the Post-office before being allowed to do so. This, he thought, might often lock the stable door before the horse was stolen. Speaking of the tendency of the French people to put their savings into securities, Mr. Houston said he hoped the day was near when responsible banking houses would market standard securities in units of \$100.

Mr. Houston's final suggestion brought out a brief but interesting discussion of the sale of securities nationally through magazine advertising when the banker had his offices and salesman in only a given section of territory. Messrs. H. D. Robbins; Hugh Bancroft, of the *Boston News Bureau*; F. O. March, of J. S. and W. S. Kuhn, Pittsburg; Joe

Chapple; and Mr. Waldo, of *Good Housekeeping*, participated. The high cost of selling the \$100 security, with the present state of education of the American public, was brought out. Mr. Robbins thought it would require more time for the American people to become trained as the French are, from the peasant and the bootblack up, to put savings into securities. He pointed out also the need, if the banker expects to do a national business, to have the various kinds of securities demanded by the people of different sections—giving, as an example, the State of Ohio, where all but certain classes of securities are taxed fairly heavily. In the opinion of several of the speakers, better results in security-selling by the mail-order plan would be secured as more ability in this class of salesmanship was engaged or developed.

Progressiveness and practicality marked the discussion of the outdoor advertisers. E. C. Donnelly, of Boston, was chairman. Those who delivered formal papers were E. Allen Frost, attorney for the associated billposters; E. F. Trefz, the association's advertising counselor; Albert De Montluzin, manager of the United States Lithographic Company at Cincinnati, and H. S. Morgan, manager of the poster department of the Forbes Lithographic Company, Boston.

The keynote of the session of the Department of Agricultural Publications was optimism. Conditions, it appeared, are shaping themselves for a greater prosperity of the agricultural press. They hold up the hands of the agricultural editor in his warfare on dishonest and dubious advertising. They justify an expectation of greater and greater efficiency and definite achievement in the great field he occupies. This note ran through all of the papers and the discussion.

T. W. Le Quatte, of Des Moines, chairman of the section, was in the chair. F. J. Merriam, editor of the *Southern Ruralist*, Atlanta, spoke on "A Square Deal Between the Manufacturer, the

Deal
the C
of the
deser
Gett
Des
paid
of th
and
dele
lieve
to-cr
orde
Nine
ers i
said.
P.
orn
anal
as c
As
ent a
ested
busin
"bras
port
Th
catio
tative
H. G
chair

Dealer, the Mail Order Man and the Consumer." S. R. McKelvie, of the *Nebraska Farmer*, Lincoln, described "The Best Methods of Getting the Co-operation of the Dealer in Farm Paper Campaigns," as disclosed by a study of the conditions in his own state and a canvass of some 5,000 retail dealers there. Mr. McKelvie believed that the dealer had a nine-to-one advantage over the mail-order man if he would wake up. Ninety per cent of the retail dealers in his state were inefficient, he said, and he proceeded to prove it.

P. V. Collins, of the *Northwestern Agriculturist*, Minneapolis, analyzed the needs of the farmer as expressed by him.

As one man said who was present at the session of those interested in printing, engraving and business literature, it was all "brass tacks" there. A special report of this appears elsewhere.

The trade and technical publications meeting drew a representative assemblage of publishers. H. G. Lord, of Boston, was in the chair. Leroy Fairman introduced

the subject. J. Clyde Oswald, editor of the *American Printer*, introduced the subject "Some Problems of the Trade Paper Advertising Manager"; W. H. Taylor, president of the David Williams Company, of New York, led the discussion of "Advertising Terms and Contracts and How Enforced," and O. F. Byxbee, publisher of the *Inland Storekeeper*, of Chicago, introduced the subject "The Maximum Buying Power for Advertisers from Trade Paper Readers."

It was suggested at this meeting that trade journal publishers might profitably advertise themselves, the more clearly to demonstrate their importance in a comprehensive advertising plan.

Over sixty men were in attendance at the session that took up municipal and state publicity. Those who delivered set addresses were A. W. McKeand, secretary of the Charleston, S. C., Chamber of Commerce, and Ernest L. Watt, industrial secretary of Fitchburg, Mass. Others who took part in the spirited dis-

TO MAKE A FAIR TEST

of the value of an unfamiliar field in advertising, one should choose the representative periodical devoted to the specialty. If the line to be advertised is one that can possibly interest the Medical Profession, an advertisement in the

MEDICAL RECORD

A Weekly Journal of Medicine and Surgery

(Established in 1866)

will prove it—and more conclusively than a number of advertisements in less important medical journals. No argument is needed to support this statement; ask those who have tried it whether it does not pay to advertise in the

MEDICAL RECORD

AMERICA'S LEADING INDEPENDENT MEDICAL JOURNAL

For sample copies and rates address the Publishers

WILLIAM WOOD & COMPANY

51 Fifth Avenue

New York

cussion were S. H. Clay, of Lexington, Ky.; William Clendenin, of Memphis; J. R. Babcock, of Dallas; W. R. Messinger, of the Bronx, New York; Judge A. C. Floyd, Memphis; J. C. Young, Cedar Rapids, and Mr. Baldwin, of Baltimore.

Charleston, it developed, is using the moving picture to advantage in its publicity work. Secretary McKeand's description of the method is sufficiently suggestive to justify quotation. He said:

We are taking a moving picture film, commencing with the virgin forest. We will show you the Drainage Commission at work, digging main canals and laterals; then the lumbermen clearing the merchantable timber; the distilling of the turpentine from the stumps and limbs; the stump-pullers and dynamite at work; the preparation of the soil; the planting of the crops; the cultivation; the harvesting.

Then the home life of the people; the schools, churches, residence and business streets, factories, wharves, waterfront, vessels coming, going, loading and unloading.

The films are being backed up by descriptive literature, touching upon every point of interest, small leaflets being used and each subject treated separately. Copies of the films are being placed in competent hands. These films will be sent in groups of three, one person in charge of each film; the three in charge of one manager, who will enter a given district, contract with moving-picture shows several weeks in advance for as many days as will be necessary in the city or town to completely tell the story.

Newspaper, window card, street car, and circular letter advertising will be used in advance, calling attention to the pictures and the lecture and the literature, giving date and place. A system of securing names of interested people has been carefully worked out, and these names are being turned into the hands of competent immigration men, who make it their business to follow up the work of the advance advertiser, the moving picture and literature men.

"How much of truth in a reduction sale should be given to the customer reading a newspaper?" This was one of the major topics at the session of the retail advertisers. The "four-dollar waist" was used as an example by all the speakers. The consensus of opinion was that advertising managers should tell the truth.

A. A. Christian, of Gimbel Bros., Philadelphia, and George H. Perry, of New York, formerly advertising manager of Gim-

bels' New York store, delivered addresses.

Mr. Christian made the point that a retailer must secure the good-will of the community. The way *not* to do this is to advertise untruthfully and misleadingly. "The crook will find his doom under the steam roller of progress," he said, to the accompaniment of the applause of 125 visitors. He clarified the whole retail advertising problem in the following illuminating statement of policy: "We must not advertise that we desire to sell goods; but to crystallize people's hazy notions of their wants into a desire that brings them to us for goods."

Mr. Perry described what the publicity fundamentals are on opening a new store or a new department. Mr. Perry presided over the advertising department of Gimbel Brothers' New York store when it was opened last fall. At that time his brilliant work attracted wide attention.

He said that there must be preparatory work and that it must come just far enough before the new opening to have the latter "break" at the psychological moment. He said that the three human weaknesses to build upon in forcing a new business into life where already the public was well served, were: curiosity, the love of novelty, and self-interest. Other needed qualities were personality, reliability and publicity, simple in style. He considered that the woman customer no longer desired "fine writing" in advertising, but an honest statement of facts; that she wished rather to know the number of plaits on a nightgown than to read that it was "filmy."

F. W. Tully, advertising manager for William Filene's Sons Company, of Boston, the chairman of the meeting, told the visitors that he believed retail advertising was only in its infancy—that shopkeeper and advertising men themselves had not yet risen to their opportunities.

At the meeting of the specialty advertisers Llewellyn E. Pratt, of New York, who was chairman,

Real Farm Papers

The Acid Test as Described by G. B. Sharpe, Manager Publicity Department, De Laval Separator Company.

"Any farm paper advertiser can run over in his mind a list of fifteen to twenty papers which **have become powerful** in their field and built up a strong following from the editorial end of the paper.

"These papers hold their subscribers year after year, and while, as a rule, they do not build up **such a tremendous circulation** as some of the premium-giving, twenty-five-cent-a-year publications,—any advertiser will invariably find these papers at the **top of his list**.

"The first thing I want to know about a farm paper is whether it is run from the **business office** or the **editorial office**.

"There are many publications in the farm paper field that are **extremely weak editorially**, and whose publishers know about as much about farming as a **brick layer knows about aviation**. Their editorial matter is usually "scissored" from the old established papers, and by premium giving and other methods they manage to keep up a fairly respectable circulation, and **secure their revenue largely** from general publicity advertisers and others who have no means of keying results.

"I believe that **one subscriber** who takes a paper and pays for it because he wants it is **worth five subscribers** who have little interest and less faith in the publication which they may have been induced to subscribe for through the offering of a premium."

Nebraska Has One Real Farm Paper

Established over 40 years—owned, edited and published by Nebraska farmers owning and operating over 50,000 acres of Nebraska land—gives no premiums to subscribers—subscription price \$1.00 per year in advance—carries by far the largest volume of advertising (both local and foreign) of any Nebraska paper—guarantees the largest paid-in-advance Nebraska circulation of any Nebraska paper.

Ask us about Nebraska.

Nebraska Farmer, Lincoln, Neb.

Under the editorial and business management of S. R. McKELVIE.

Member of



N. Y. Office Fifth Ave. Bldg.
S. E. LEITH, Mgr.

Chicago Office Steger Bldg.
F. A. DENNISON, Mgr.

made the point that one-tenth of all the money spent for advertising went for specialties.

Dr. H. S. Bunting, publisher of *The Novelty News*, discussed most interestingly "When Space and When Specialties"; John Hall Jones, of Sperry & Hutchinson, New York, treated "Premium Advertising," and Marquis Regan, of New York, formerly advertising manager of Yawman & Erbe, explained the publicity value of the calendar.

Wednesday afternoon was devoted to entertainments and outings. About 300 visitors journeyed to Beverly along the North Shore. In a string of sixty autos, with banners flying, they attracted much interested attention along the way. The Beverly trip failed to appeal to many, after it had been announced that President Taft, because of official duties at Washington, could not be on hand to greet them.

A goodly number embraced the opportunity to view famous old battlefields in a trip to Concord and Lexington. The women visitors at the convention, with their escorts, altogether numbering over 400, accepted the invitation to visit Dreamwold, the beautiful estate of Thomas W. Lawson, at Egypt. Mr. Lawson had extended the invitation through the H. B. Humphrey Advertising Company. Box lunches were distributed to the guests on the special train. At Dreamwold, they were welcomed by Arnold Lawson, the son of the financier.

The Atlanta delegation did themselves proud in the evening, by setting up a watermelon feast in Copley Square. The city really conceded a good deal by roping off this plot of grass, stationing policemen about to keep off intruders and letting the visitors enjoy themselves as noisily as they wanted to.

The melons had been brought direct from Georgia by the enterprising Atlanta visitors. Joseph W. Hill, of Atlanta, cut open the first melon. Hundreds satisfied themselves with the delicious fruit and yet, at the end of two hours, several score of the 1,000

melons provided remained. They melted away, however, when the news spread among the small boys that the "melon eats were free at Copley Square."

The general discussion which took place at the Technical, Trade and Class Publication meetings, which were held at Wesleyan Hall Wednesday and Friday was without doubt one of the most helpful features of the convention, for it allowed both buyer and seller of space to meet each other on the floor of the convention, and hear each other's views on many subjects that were of interest to everyone attending the meetings. This was largely the arrangement and achievement of H. G. Lord of Boston, chairman of the department.

In his remarks, Chairman H. G. Lord said:

There are approximately 700 trade and technical publications in the United States, not including the farm journals. These specialized publications are devoted to commerce, manufacture, science and industry. They represent the great business life of this country. They are devoted to man's work, and a man's work is generally the subject that is closest and of most lasting interest to him.

These journals are read not only from the point of view of interest, but of real business benefit. They are subscribed to because the readers know it pays to read them, and their advertising pages are used more liberally every year because the advertising pays.

I believe it is a conservative estimate that at least \$20,000,000 is spent annually in trade paper advertising. The expenditure of such a vast sum of money to produce the best results is a subject that may well receive the serious attention of all who have to do with it, for it is not only the expenditure of the money, but the effect on the great business interests for which advertising furnishes powerful motive force. To increase its efficiency, therefore, means greater expansion of our business prosperity.

Whatever trade and class papers may have been fifteen or twenty years ago, they are to-day publications of vital importance in our commercial and industrial life, spending great sums of money for news, market reports and technical articles, recognized as authoritative in their respective fields, wielding potent influence in trade opinion and exercising the greatest influence in the development of manufacturing and the spread of technical and scientific information.

The assignment of one of the departments of this great advertising convention to this class of advertising is a fitting recognition of the large and growing importance of this field, to

which some of the brightest and brainiest specialists in the advertising profession are devoting their attention.

The first meeting was held Wednesday morning, August 2, at which Leroy Fairman, editor of *Advertising and Selling*, talked on "Advertising Trade-paper Advertising." Other speakers on this subject were E. R. Shaw, president of the Chicago Press Association, and J. Newton Nind, of Grand Rapids. Each spoke in favor of the Technical, Trade and Class publications raising a sum of money to advertise the value of trade papers in a way that would place these classes of publications before the eyes of the whole advertising world in the best possible manner.

J. Clyde Oswald, editor and publisher of the *American Printer*, New York, discussed in a very interesting manner, "Problems of the Trade-paper Advertising Manager."

W. H. Taylor, president of the David Williams Company, talked on "Advertising Terms, Contracts, How Enforced."

MORAL SUASION AND THE TRUSTS

There are to-day many industries which look upon advertising as absolutely useless which could by its proper use be developed to an extent that their managers would now consider impossible. The great question of interest to the newspaper publisher is: How can this advertising be secured?

In the first place, by fairness in the treatment of these great industrial combinations in the editorial and news columns. As I have met the men who manage these combinations I have noticed that their general feeling is that the newspaper is frequently their active enemy and antagonist, that the real merits of the case or the real facts in any question all too often have little weight with the average editor, that, as one editor once said, "It is always a good thing to kick a trust."—H. N. McKinney, N. W. Ayer & Son, in "Leslie's."

THOUGHTFUL PILGRIMS

Every succeeding day revealed some new item of the comprehensive care with which the Pilgrim Publicity Association had surrounded the visitors. Even medical service was provided. Dr. S. H. Ayer, a member of the association, organized a staff of doctors who were ready to respond to calls from those attending the convention.

Mr. Advertiser:

Did you ever feel that when you made up your next list you would like to include in it a medium which would bring your product before that class of deep thinkers who sit down to the library table after dinner and read a periodical which is a particular hobby to them?

Wouldn't you like to know of a GOOD HOBBY?

For further particulars and information address

Ralph E. DeWitt
Business Manager

The
BOOKMAN

Published by

Dodd, Mead & Co.

443 Fourth Avenue
New York City

PAWTUCKET—RHODE ISLAND

The Evening Times

REBATE-BACKED CIRCULATION GUARANTEE

In Effect for One Year from July 1st, 1911

THIS paper guarantees to all advertisers a minimum daily circulation of 19,000 Net Paid—the findings of the Association of American Advertisers to be the basis of this guarantee.

U If THE EVENING TIMES fails to make good

antee.

IF THE EVENING TIMES fails to make good its claim, every advertiser will be entitled to a cash rebate representing the proportion of circulation he has paid for and not received.

INDORSEMENT OF GUARANTEE

THE EVENING TIMES,
Pawtucket, R. I.

Gentlemen:—

The Association will be pleased to co-operate with you as to investigation of circulation and the use of the name of the Association in connection with your circulation guarantee, based on the circulation being investigated by the Association.

Yours very truly,

Association of American Advertisers

C. P. KNILL, Manager.

New York, June 16, 1911.

Under the terms of this guarantee, every advertiser knows exactly what he is buying, and is placed in a position wherein he is required to pay only for what he actually receives.

TIMES PUBLISHING COMPANY

Chas. O. Black

July 1, 1911.

President

THIRD DAY'S PROCEEDINGS

THURSDAY AT THE BOSTON CONVENTION WAS A CALMER DAY THAN WEDNESDAY OR FRIDAY—BILL POSTERS' RESOLUTION INDOXSED—RURAL STANDARDS OF LIVING DISCUSSED—PROBLEMS OF EXPORT TRADE CONSIDERED—MASS MEETING IN AFTERNOON OPEN TO PUBLIC

To the activity of Wednesday succeeded on the following day a relatively calm period of review and receptivity. The day was broken into two parts: a general session in the morning for the delegates and a public mass-meeting in the afternoon to make a more direct connection with the interested part of the public than was possible through the daily papers.

The morning session was punctuated by several occurrences of interest. Chairman Houston, of the executive committee, offered a resolution warmly commending the stand which the Associated Bill Posters of America, one of the affiliated bodies of the association, had taken at their recent Atlantic City convention in voting to forbid the use of the billboards controlled by them for indecent advertising.

It was said that it had cost the billposters collectively not less than \$1 250,000 a year to make this momentous decision, to which President Dobbs replied that it did not really cost anything to be decent.

The resolution was unanimously carried, with applause.

The report of the committee on the revision of the constitution was read by Chairman Lewellyn E. Pratt, and adopted without debate, and the recommended amendments made. These covered a number of points. The present preamble was dropped. Clubs at large are to be feeders or seminars to local clubs and the dues are to be \$5 instead of \$1, as at present. Three members of the executive committee will be elected annually, thus permitting part of the committee to hold over and aid new entrants by

their experience. Officers are made delegates *ex officio*. The holding of division conventions was made optional with the divisions, and not obligatory as at present, inasmuch as the association does not pay the expenses of such conventions. A model constitution for the guidance of new clubs was submitted therewith.

There were three addresses of interest. Charles F. Jenkins, one of the publishers of the *Farm Journal*, Philadelphia, was unable to be present to read his paper on "Advertising and Rural Standards of Living," and it was read by Frank W. Lovejoy, of New York. Mr. Jenkins surveyed the growth in prosperity of the farmer and the accompanying growth of the farm paper, in part the result, in part a contributing cause, of that prosperity. He dwelt on the fact that the farmer was a good spender and that the rural communities offered an attractive and profitable field for the advertiser of the future. The key to the farmer's pocket, he said, was sympathy.

Rev. George Wood Anderson, D.D., chaplain of the Advertising Men's League of St. Louis, made an address of inspirational quality and advertising insight.

"We are all students of advertising," he said, "and we are charting the channels so that the advertiser may not strike any sandbars but may sail safely out upon the broad ocean of commerce."

"Students," he said with emphasis, "there is no progress without study." And the subjects of study, what should they be? What were the elements of an advertisement? Not wit alone, nor humor, nor mere ingenuity. More than all these, a deep and abiding knowledge of human nature. And the first essential of human nature is a sense of honesty—of honor. Next stability. And again purity. Still again there should be originality. There is nothing the world hates so much, he said, as imitation, whether it be the imitation of goods or the imitation of the ap-

pearance would be wiser. The tator, thief, cause something thief h another he had er ma tunities Last have a would ing bec cle. T from t ture a that se a real Not froth c furnish to buil but the mon to depths tagious "Stud said in appeals what ap An in vertisin Relation given b Adams, the secr rett, Dis America twenty She w in mind that the from on had its must b variation own cou must na the good ferent lo of a few a little. used. T not unde Neither employed Portuguese terms. S be wiser

pearance of the ad, or of its wording.

The conscious, deliberate imitator, he declared, was a liar, a thief and a murderer—a liar because he represented as his own something which he had filched; a thief because he had taken it from another; and a murderer because he had by so much killed the other man's business and his opportunities.

Lastly, every good ad should have a touch of *home interest*; would probably be better for having been written in the home circle. The home sentiment springs from the deepest parts of our nature and any sincere appeal to that sentiment is certain to evoke a real response.

Not the superficialities, the froth of life, nor yet the dregs furnish the foundation on which to build the best advertisement, but the part between them, common to us all. These are the depths out of which the true, contagious emotion comes.

"Study your own heart," he said in conclusion, "and see what appeals to you and you will learn what appeals to others."

An interesting address on "Advertising and the Export Trade in Relation to Latin America" was given by Mrs. Harriet Chalmers Adams, who with her husband, the secretary of Hon. John Barrett, Director-General of the Pan-American Union, has visited the twenty Latin-American states.

She warned exporters who had in mind an advertising campaign that the countries differed much from one another. Each of them had its own peculiarities which must be studied. The climatic variations were as great as in our own country, and the advertising must naturally be as varied as the goods required for these different localities. The observance of a few simple rules might help a little. Slang should never be used. The Latin-Americans did not understand it or appreciate it. Neither should technical terms be employed, because Spanish and Portuguese are poor in technical terms. She believed that it would be wiser to employ native trans-



"Willie," said Willie's mother, "don't you think it extravagant to put both butter and jam on your bread?"

"No," said Willie, "I think it economical; the same bread does for both."

There is economy in advertising in Farm and Fireside. The same advertisement that sends the farmer's wife to the general store, tells the general storekeeper about the goods also. When a woman inquires for an advertised article in a big department store, her inquiry seldom reaches the proprietor. When she asks for it in a general store she most often asks the proprietor himself.

The connection between the article advertised in Farm and Fireside and the retail dealer who sells it, is closer than in general mediums which appeal to dwellers in cities.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

New York

Chicago

lators. The Spanish of many exporters was improving in quality but their Portuguese was still atrocious.

Exporters should not make the mistake of regarding the people as one lump. There were the classes or rich and poor, just as here. The women of the wealthy class wore Parisian gowns and enjoyed all the luxuries which our women enjoy.

Our manufacturers should have a care as to the names under which they market their goods. For instance, while the feeling against automobiles was still strong, the Reo company introduced its car into Argentina. Reo, in Spanish, means "criminal," and for a while the sentiment was that there was less need of a criminal machine than a law-abiding one. However, the Reo company had been able to overcome the initial handicap of the name.

An interested and enthusiastic audience filled the Boston Opera House in the afternoon for the mass-meeting. The meeting also was open to the general public, and many availed themselves of the opportunity to hear the addresses.

A band played for some time before the opening of the meeting. The Pilgrim Publicity Association's Glee Club sang several songs composed especially for the convention, and all met with much applause from the delegates and their women friends, a large number of the latter being present.

The addresses were as follows: "Advertising and Public Morals," by Rabbi Charles Fleischer, of Boston; "Advertising and Daily Bread," by Helen Mar Shaw-Thomson, of Chicago, and "Advertising and Civic Advancement," by Professor Charles Zueblin, of Boston.

National President S. C. Dobbs was the presiding officer.

The basis of present-day salesmanship is not "Let the buyer beware"—but "Give the buyer his money's worth."

It is no longer one sale and away—but one sale and come again.—*Harvester World.*

THE GREAT LAST DAY

WIND UP OF THE CONVENTION WAS
A BLAZE OF ENTHUSIASM—ELECTION OF OFFICERS—COLEMAN
PRESIDENT—CONVENTION TO DALLAS, 1912—"PRINTERS' INK" CUP
TO DES MOINES—MILEAGE BANNER
TO DALLAS—CLOSING BANQUET

Friday was the big day of the convention. The morning was filled officially with departmental meetings and unofficially with electioneering. The afternoon was one long emotion, multicolored, in which a maelstrom of oratory, cheers, songs, presentations of silver and other ecstatic expressions of personal loyalty were punctuated at somewhat exaggerated intervals by results. The banquet to the delegates in the evening was an elaborate and fitting close.

The great events of the day, described elsewhere in detail, were the election of George W. Coleman, president of the Pilgrim Publicity Association of Boston, as president of the Associated Clubs, in succession to Mr. Dobbs; the selection of Dallas, Texas, as the location of the 1912 convention; the award of the Boston Mileage Banner to the Dallas Advertising League; and the restoration of the PRINTERS' INK Cup to the Des Moines Admen's Club, which held it last year, the first year of award.

Wise counsels prevailed in the resolution which was reported at the morning's session of the national advertising managers. The action taken promises at least a betterment of the vexing circulation question.

In the department of outdoor display O. J. Gude discussed bulletin signs, showing the improved conditions; the relation to other kinds of advertising; and the benefits from the use of them.

Electric display advertising was discussed by L. D. Gibbs, advertising manager of the Edison Electric Light Company, Boston, who said that the electric sign had come to stay. The expensive signs surround the commodity with dignity. The bigger the sign

SUCCESSFUL FARMING



GRANTED that your product is sold to farmers.

GRANTED that it can be most easily sold where there are the most farmers with the most money.

GRANTED that two-thirds of all the grain and live stock in the United States is raised in Successful Farming's territory—"THE GREAT WEALTH PRODUCING HEART OF THE COUNTRY."

GRANTED that a strong, clean, farm paper affords the most effective introduction to these prosperous farmers.

GRANTED that Successful Farming spends more money for good editorial matter and refuses more money for questionable advertising than any other farm paper does.

GRANTED that it is good business economy to use a strong, clean, dependable farm paper that reaches the largest number of prosperous farmers at the least cost per farmer.

GRANTED that Successful Farming reaches more prosperous farmers in "THE GREAT WEALTH PRODUCING HEART OF THE COUNTRY" than are reached by any other publication of any kind, and that it costs less to reach them through Successful Farming than in any other way.

These things are granted and explain why Successful Farming carried approximately a half million dollars worth of advertising last year.

Your copy for September should reach us without delay. First forms close August 5th. Last forms close August 25th.

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher, DES MOINES, IOWA

the bigger its attention-compelling capacity. The simplest things are usually the most forceful.

The street car advertising was handled by Richard Wood, St. Louis, who emphasized its importance by recitals of experiences. He regarded street car advertising and billposting alike in their ef-

the department of Technical, Trade and Class publications were continued on Friday. F. R. Davis, of the General Electric Company, Schenectady, N. Y., was one of the big users of space who talked frankly and intelligently on the "Problems of the Space Buyer."

Dr. E. Edwin Lewis, president



THE GEORGIA WATERMELON PARTY

fectiveness. He said many of his clients were advised by him to divide their appropriations between them. The street car because of its ability to hold the attention of a rider for many minutes had advantages that might balance the accumulated advantages of the billboard seen hourly, daily, weekly, monthly in one to a thousand different spots in the city.

George Hall, of the Eastern Advertising Company, Boston, said that hosts of retail sales are daily traced to the carrier which delivered the buying public to the very door of advertising where the street car message has the last word. Every street car advertising company in America has a copy department equipped to turn the advertiser's story into logical placard sequences. He said that a list of national yearly contracts made for publicity with those asking for rates, if compiled weekly with as much thoroughness as the present PRINTERS' INK "Business Going Out" schedule would be fully as voluminous and quite as interesting to the average PRINTERS' INK reader. And he added that a list of the regulars using street cars continually reads like a blue list of American manufacturers.

The interesting discussions in

of the "Big Six" Medical Papers, gave an interesting talk on the medical press and the co-operative work that the "Big Six" has accomplished since it was formed, eighteen months ago.

W. H. Ukers, of the *Tea and Coffee Journal*, described the Associated Grocers' press and its work.

Wallace C. Richardson, of New York, talked on the Standard Farm Papers and the work they had accomplished through co-operation. Mr. Richardson, as well as Dr. Lewis, were both frank in stating that they believed in taking their own medicine; that if advertising was good for one, it was good for another; and they both believed that the only way to make the publications in their associations a big success was to advertise them, which they were doing in PRINTERS' INK and other advertising journals.

The paper read at the session of the Daily Newspapers by Will Irwin, of *Collier's*, on "Advertising as the Editor Sees It," was followed with curious interest. It is printed in another column.

The live question of "How to Improve Newspaper Advertising" was handled in a most suggestive way by Charles H. Grasty, publisher of the *Baltimore Sun*. The

following paragraphs will indicate the treatment:

There is no sort of growth, not even that of a walnut tree, in which time is a more essential element. Public confidence is the root of the whole matter. There is no way to get it except by deserving it. That takes time. The weary waiting which confronts the newspaper striver has this great compensation:

After he has worked the scheme out, the public will be just as slow to take away the precious gift of its confidence and bestow it on someone else. Promises and professions are not listened to by a naturally and properly skeptical public. Popular faith comes only after the most sincere tests of sincerity.

In my opinion, square dealing with the advertising body exerts an influence in building up a paper that extends far beyond the matter of good relations with the advertisers themselves. I have dwelt at length and with as much force as possible upon the question of confidence.

The way a newspaper treats its advertisers comes to be known to the general public and furnishes a key to the good faith of the paper throughout its whole policy. It has always seemed to me that only a one-rate paper could occupy a position of influence with its readers.

George S. Lenhart, secretary and director of the Atlantic City convention bureau, and Granville M. Hunt, chairman of the conventions committee of Washington, D. C., delivered addresses at the session devoted to municipal and state publicity. A committee was appointed with J. R. Babcock, of Dallas, as chairman to stimulate interest in municipal and state publicity among the organized commercial bodies of the country and to invite them to send representatives to the 1912 convention.

Edwin L. Quarles in speaking of his work as director of the Greater Baltimore Committee advocated strongly the value in a national municipal advertising campaign of buying "white space" in the newspapers and the magazines to tell the story of your city's advantages. He disavored relying on the efforts of a press bureau to secure free publicity. "Straight-forward advertising copy in space you absolutely control brings results," he said. He expressed his confidence that Baltimore would soon be spending \$50,000 for publicity a year. Already more than \$20,000 has been subscribed and the surface has only been scratched.

The speeches delivered at the session given up to Retail Advertising were among the best of the convention. Joseph H. Appel, advertising manager of John Wanamaker's Philadelphia store, delivered a real message in his paper, "Creative Imagination Applied to Retail Advertising." Frederick W. Aldred, secretary of B. H. Gladding's Drygoods Company, of Providence, explained the "New Thought in Retail Organization." Part of Mr. Appel's address is printed on another page. Following are some suggestive extracts from Mr. Aldred's paper:

It takes salesmanship to key up and keep up sales at a profit key to-day, salesmanship in print, person, display, ideas, plans and management. Therefore the retail advertising manager has become a sales manager. Practical merchants do not care what problems are solved by advertising. What they want is results.

All successful retail stores are being conducted to some extent on efficiency principles, whether they realize it or not. They are handicapped in most cases, however, by not conscientiously adopting and aggressively practicing all the fundamental principles of efficiency science or scientific management. There are many definitions of the essentials to efficiency in production.

Once the heads of large retail stores appreciate in dollars and cents of constructive, far-seeing sales ideas and plans the advertising sales manager becomes chief of staff or idea and planning man for the whole business.

No retail store is too small to profit by staff ideas, and the adoption of efficient principles. The new retail sales manager continually builds on the fact that the value of most merchandise depends not only upon what it costs to make and distribute, but how much people need or think they need it.

The theme of Clowry Chapman's talk at the session of specialty advertisers was "Trade-marks and Unfair Competition from a Lawyer's Point of View." This will appear in a later issue. W. W. Van Ness, of Whitehead, Hoag & Co., of Boston, spoke on "The Place of the Novelty in Advertising." L. H. Bulkley, of the American Art Works, at Columbus, O., answered the question, "Am I My Brother's Keeper?" He believed that in selling specialty advertising service, the specialty man should virtually regard himself as in a co-partnership with the buyer.

The subject of discussion at the

department on Periodicals was as to how great was the responsibility of the publisher in the sins of advertising. This question was aired in a series of three-minute speeches. William H. Ingersoll, of New York, and Charles M. Wessells considered "Improving the Position of the National Advertiser with the Consumer and the Trade."

In the department of Agricultural Publications, addresses were made by W. A. Whitney, advertising manager, Phelps Publishing Company, Springfield, Mass.; G. B. Sharpe, publicity manager of the DeLaval Separator Company, on "Advertising from the Dealer's Standpoint"; Walter D. Ross, Ross Brothers, Worcester, Mass.; and Dr. C. W. Burkett, editor *American Agriculturist*.

In the afternoon, narrow Ashburton place, in front of Ford hall, was choked with Texans, Iowans, Baltimoreans, San Franciscans and clansmen from all other points of the compass, all vying with each other in enthusiasm for their section and pinning their buttons and streamers on every delegate who elbowed his way through the press. Inside the hall the delegates were soon seated and business begun.

The Committee on Resolutions reported through its chairman, George French, a series of resolutions submitted to it, and made certain recommendations. The report was adopted and the recommendations carried out.

The following resolution submitted by General Charles H. Taylor, of the *Boston Globe*, was adopted:

Whereas, The Postmaster General of the United States is quoted in Washington reports as having recently urged the Federal Commission on second-class matter to recommend to Congress (1) a general increase in the postage rate on newspapers and periodicals, or (2) a higher rate on the advertising sections of magazines; and

Whereas, The said Postmaster General is also reported to have said that newspapers and magazines no longer deserve any special recognition on the ground that their output was a benefit to the public intelligence, because of the enormous growth of newspaper and magazine advertising, which is solely for private profit and of no educational value:

Resolved, That the Associated Ad-

vertising Clubs of America affirm publicly and emphatically their belief that any careful, unbiased investigation of all the facts will prove convincingly that advertising is and is becoming increasingly a most powerful—perhaps the most powerful force in raising the standards of living, intelligence and enjoyment of a majority of civilized men; and

Resolved, That until the principles of efficiency or scientific management are applied to the U. S. Post-office Department, so that minimum costs and reasonable standards of service are known and attained, no postal rates should be increased.

The session adopted a resolution submitted by Herbert S. Houston, reading in effect:

"While we thus commend the punishment of the get-rich-quick criminal advertisers, we would urgently recommend the prevention of the crime through the enactment of laws requiring that those seeking to use the mails to advertise stocks or other securities shall file a sworn statement of the financial condition of the concern or company, issuing the stocks or securities, with the Post-office Department; and that, if the statement is found to be satisfactory, a permit be granted to use the mails; and that, if the statement be found unsatisfactory, such permit to use the mails be denied."

A resolution was also offered by Mr. Houston, commending the policy adopted by one of the affiliated clubs, the Associated Bill Posters, at their recent convention in Asbury Park to "forbid the use of their boards to indecent posters; and notifying the theatrical managers of the country what their future policy would be," was adopted.

The convention adopted a resolution from the Town Criers of Rhode Island that the clubs recommend as standards of purpose and achievement for all advertising clubs:

- (1) Benefiting the science, art and ethics of publicity and salesmanship.
- (2) Increasing the size, prestige and influence of the club.
- (3) Inspiring and developing the powers and efficiency of the individual members.
- (4) Promoting and improving the community along commercial, economic and social lines.

A resolution submitted by the Oklahoma Advertising Club to condemn and discourage the so-called "free" newspaper, i.e., a newspaper published and circulated without subscription, at the expense of the advertisers, was rejected as not of sufficient importance at this time.

A re
Moine
fied by
provid
the p
draft

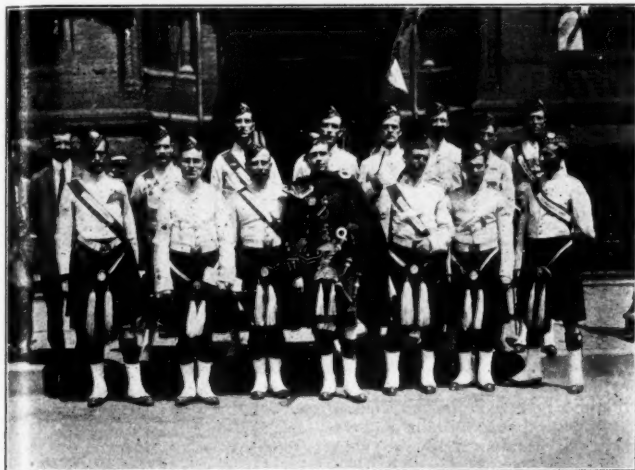


of q
men
sistan
ing a
ing s
comm
with
it be
all th
Am
ton M
to th
the
Des
a pa
flags
which
aging
Dixo
as ch
No
Ther
Repr
York
deleg
unde

A resolution offered by the Des Moines Ad-Men's Club and modified by the resolutions committee, providing for the appointment by the president of a committee to draft a plan "whereby a standard

Lee, and a dead duckling for the Roswell (N. M.) Ad Club, which sent the smallest delegation, in the person of E. J. Williams.

The registration committee reported a total of 405 delegates



ONE OF THE PICTURESQUE FEATURES OF THE CONVENTION

The Toronto delegation in their kilts with the bagpiper

of qualifications for advertising men may be suggested for the assistance and guidance of practicing advertising men and advertising students, which plan shall be communicated to all affiliated clubs with the recommendation that it be brought to the attention of all their members," was approved.

BANNER AND CUP AWARDS

Amid much cheering, the Boston Mileage Banner was awarded to the Dallas Advertising League, the PRINTERS' INK Cup to the Des Moines Ad-Men's Club, and a pair of American and British flags to the British delegation, for which J. Proctor Humphries, managing director of Spottiswoode, Dixon & Hunting, London, acted as chairman.

Nor were others forgotten. There was a live rooster for the Representatives Club of New York, which sent on the largest delegation of any visiting club, under the presidency of David B.

present and 918 not present, making a total of 1,323 properly accredited delegates. There were in addition 592 guests accompanying the delegates and 345 ladies besides. So that the total registration for Boston was 2,260, as against 754 at the Omaha convention last year.

The number of clubs a year ago was 39; there are just 100 this year, and 83 were represented in the convention.

The Memphis prize of \$100 for the best answer to the question, "Why the Convention Is a Success," was awarded to G. Grosvenor Dawe, of Washington, D. C.

The election of officers and choice of a convention city followed, and the convention was officially closed.

The banquet in the evening was held in Symphony hall. George W. Coleman, the newly chosen president of the Associated Clubs, presided and General Charles H.

Taylor, of the *Boston Globe*; was toastmaster.

William Clendenin of St. Louis presented a silver loving cup, in behalf of the St. Louis Advertising League, to George W. Coleman, as the man who has done the most in the past year for the uplift of the cause of advertising. The delegates arose and shouted their approval of the award.

Mr. Coleman modestly accepted the cup more as an award to the Pilgrim Publicity Association than to himself, who merely had the good fortune to represent that organization.

At the Friday morning session of the Retail Department a committee was appointed to formulate a national organization of retail advertising managers similar to the present organization of national advertising managers.

O. J. Gude's talk before the main meeting of the convention Friday morning made the point that he made before the general assembly that Outdoor Advertising is fundamentally so compelling in its attention that it behooved the man that owned the space and the advertiser that used it, to be gracious and courteous in the use of their power; that outdoor signs when placed in commanding positions compelled attention whether the reader desired to give it or not; and that when a product was high grade the advertiser should restrain himself from a dominating announcement, and do just as the White Rock people are doing with their beautiful electric sign at 47th street and Broadway—convert the space into an object of beauty and a something of utility for the passer-by. This clock is an example of the courteous use of outdoor advertising space. It is the most dominating advertising location in civilization—where everybody from everywhere goes to see. This clock bows its courteous greeting to the people and tells them the time of the day, and illuminates its dial for their convenience at night. Mr. Gude claims that with Outdoor Advertising's tremendous advantage of compelling attention, everyone in-

terested in outdoor publicity—owner and advertiser—should get together with the thought of making all announcements as beautiful, as courteous, and as helpful as possible to the reader, as in the field boards, the mileage thought—so many miles from this place to such a place, etc.—giving to the public that is compelled to read a compensation in the announcement useful, for the attention that the passer-by is compelled to give to the sign.

FEDERAL FIGURES EXPLAIN FARMERS' PROSPERITY

The "cost of living" issue has just been mathematically measured by the Government.

The average wholesale price for the year of 257 commodities climbed to a new peak in 1910, touching 131.6, as compared with a former high record of 129.5 in 1907 and a former low record of 89.7 in 1897.

The gain in percentage was 4 per cent over 1909, and over 1896, 47 per cent. This post-panic dip and subsequent recovery followed a ten-year period in which commodity prices had, with two insignificant variations, risen steadily and swiftly.

The price climax came in March, after which a decline set in, shared more or less by most products.

Raw commodities rose 9 per cent in 1909 and but 2 per cent in 1910; finished products gained only 1.4 per cent in 1909, but 4.6 per cent in 1910.

Compared with the low prices of 1897, the lowest figures for 1910 show an increase for farm products of 110 per cent; food, 54 per cent; clothing, 36 per cent; fuel and lighting, 36 per cent; metals, 49 per cent; lumber, 70 per cent; drugs, 33 per cent, and house furnishings, 24 per cent.

The reason for present prosperity of the farmer is at once evident. His wares have more than doubled in market value, the nearest second being the increment in price of lumber, due in part to influence of growing scarcity.

James Melvin Lee has been appointed director of the department of journalism of New York University. Mr. Lee is editor of *Judge*, was formerly editor of the *Bohemian* magazine, and circulation manager of *Outing*. Mr. Lee plans to emphasize, the coming year, the opportunity awaiting those who would specialize in the writing of articles of business interest.

"Thank Heaven, those bills are got rid of," said Bilkins fervently, as he tore up a bundle of statements of account dated October 1st.

"All paid, eh?" said Mrs. Bilkins. "Oh, no," said Bilkins. "The duplicates dated November 1st have come in, and I don't have to keep these any longer."—*Harper's Weekly*.

POS

CONG
H
CU
STA
VOL
MA
TE
AN
MA

In
York
sion
point
and
matt

Ass
of th
'presic
mission
under
Presic
Harve
Whee
States
For
were.
H. F
maste
Third
Jame
ments
depar
creas
includ
other

Mo
ers w
teen
the
Noble
care
Shall
entee
licati

Just
office
to sta
spoke
cross
of th
publi
and
inatio

Pos
for t
of t
him
prin
to th
ent,
includ
on a
by
yield
They
adju
woul
pay
He
post

POSTAL INQUIRY UNDER WAY

CONGRESSIONAL COMMISSION BEGINS HEARINGS IN NEW YORK—VARIOUS INTERESTS REPRESENTED—STATISTICS SHOW TREMENDOUS VOLUME OF MAIL CARRIED—POSTMASTER-GENERAL HITCHCOCK AFTER INCREASE IN SECOND CLASS AND DECREASE IN FIRST CLASS MAIL RATES

In the Federal Building, New York, on August 1, the Congressional Commission recently appointed to inquire into the manner and cost of handling second-class matter, held its first hearing.

Associate Justice Charles E. Hughes, of the United States Supreme Court, presided, and with him on the commission appointed by President Taft under a resolution of Congress, were President A. Lawrence Lowell, of Harvard University, and Harry A. Wheeler, vice-president of the United States Trust Company, of Chicago.

For the Post-office Department there were present Postmaster-General Frank H. Hitchcock, Second Assistant Postmaster-General Joseph Stewart, and Third Assistant Postmaster-General James J. Britt, all of whom made statements setting forth the attitude of the department toward the proposed increased rate for second-class mail, which includes newspapers, magazines, and other periodical publications.

Most of the large magazine publishers were represented by counsel, seventeen of the magazines having united in the engagement of Messrs. Herbert Noble and James B. Sheehan, to take care of their interests. Gen. W. S. Shallenberger was present for the seventeen international Sunday School publications.

Justice Hughes stated that the Post-office Department would be permitted to state its case first, that all those who spoke for the department could be then cross-examined by the representatives of the publishers, and that, finally, the publishers could make any statement and file any documents for later examination they might desire.

Postmaster-General Hitchcock opened for the department. He said his study of the postage rate problem had led him to believe that certain fundamental principles of administration, almost new to the Post-office Department at present, should be closely adhered to. These included the operation of the service on a self-supporting basis, maintained by imposing such charges as would yield an income equal to the expenses. They included, also, he said, such an adjustment of the postage charges as would make each class of mail matter pay for its own handling, and no more. He would further have the levying of postage rates made on the basis of the

average cost of handling and carriage for the country as a whole, and, finally, postal laws should be enacted so definite in character as to be easy of interpretation and susceptible of uniform enforcement.

"During 1910," he said, "there were carried in the mail 8,310,164,623 pieces of first-class mail, consisting of letters, other sealed matter, and postal cards. This mail averaged in weight 0.35 of an ounce apiece, making 45.1 pieces to the pound. The cost of handling and carriage for this mail was \$86,792,511.35, an average of 47 cents a pound, while the postage charge was \$154,796,668.08, leaving a clear profit of \$68,004,166.73.

"During the same year there were carried 4,336,259,864 pieces of second-class matter, newspapers and other periodical publications, averaging 3.33 ounces apiece, or 4.8 pieces to the pound. The cost of handling and carriage was \$80,791,615.03, or a little less than 9 cents a pound, while the postage return was only \$10,607,271.02, leaving a total loss of \$70,184,344.01.

"From a review of the rates provided for the several classes of mail, it will be observed that in comparison with the cent-a-pound charge for second-class matter the rate on third-class matter is 700 per cent. higher; that on fourth-class matter 1,500 per cent. higher, and that on letter and other first-class matter 3,100 per cent. higher. While it is true that the expense of handling and carrying second-class mail is less than for any other class, due to the size and weight of single pieces, to relief from the cancellation of stamps, and to the fact that a considerable part of the bagging, sorting, and labeling in the offices of origin is done by the publishers, nevertheless a charge of 1 cent a pound covers but a small fraction of the actual cost.

"The present self-supporting condition of the service is made possible only by the fact that other classes of mail, particularly the first class, are excessively taxed to make up the loss caused by the inadequate charge on the second class. This will be better understood when it is noted that although first-class matter comprised during the fiscal year 1910 only 13.4 per cent. of all the revenue-producing domestic mail, it yielded a net profit of \$68,004,166.73, while second-class matter, comprising 65.6 per cent. of all the revenue-producing domestic mail, yielded but \$10,607,271.02, leaving the tremendous loss of \$70,184,344.01. Thus the deficit caused by the heavy loss on the handling and carriage of second-class matter was met by the profit accruing from first-class matter."

Mr. Hitchcock here made a plea for equalization of the rate on second-class matter on the ground that it would at once make possible the reduction of letter postage from 2 cents to 1 cent an ounce. This reduction would come about from the fact, he said, that the present profit in handling first-class matter was approximately equal to the loss sustained in the transportation of second-class mail.

The statement from Second Assistant Postmaster-General Stewart laid before the commission the methods by which

the cost of handling second-class matter had been arrived at. This had to be done with great care to be of any value for accuracy, since all mail is carried together, and fluctuates in amount at different periods of the year. He said that while second-class matter constituted 63.91 per cent of the entire weight and 29.24 per cent of the number of pieces, it yielded only 5.19 per cent of the revenue of the postal service. He denied that the Government paid the railroads excessive rates for transportation, and added that the current report that the roads received 9 cents a pound for carrying second-class matter was highly misleading.

Second Assistant Postmaster-General Joseph Stewart was on the stand all the morning and half the afternoon of the second day's hearing, under a fire of questions from Lawyers Herbert Noble and James B. Sheehan.

Interrogation by the lawyers was directed with the evident purpose of forcing Mr. Stewart to admit that expenditures for the handling of all the mail had been charged up against second-class matter in undue proportion, that allowances for such advantage as accrued to the Post-office Department through the handling of second-class matter had not been credited in the statement made to the commission at the first hearing by the Post-office Department officials, and that some such advantages apparently had been overlooked altogether.

W. S. Shallenberger, for ten years second assistant postmaster-general, six years in Congress, a member of that organization's committee on postal affairs, spoke at the third hearing on behalf of the Interdenominational Publishers, a combination of the publishers and distributors of Sunday School matter. The combination, he said, had a clientele of 16,000,000 persons in the United States.

Mr. Shallenberger is regarded as one of the best-posted men in the country on postal affairs.

He said that the railroads and express companies would immediately profit by any increase of the cost of handling and carrying newspapers and magazines since the publishers would at once take their business from the Government and give it to the express companies.

Mr. Shallenberger pointed out that the express companies, in conjunction with the railroads, were now carrying fifty pounds from New York to Kansas City, Mo., for 25 cents, the express companies getting half and the railroads half, yet both making a profit, whereas the Post-office charges 50 cents for the same service, and asserts that it is losing money in doing so.

Mr. Shallenberger contended that it had been impossible, even in a series of investigations extending over fourteen years, to determine accurately what the cost of handling any particular class of mail was. He declared that the Postmaster-General's figures on this score, therefore, should not be accepted, but that the correct theory of Post-office Department management was that all the revenues should be pooled and the apportionments made to the various classes of service as needed. He thought the heaviest burden should rest on first-

class matter, since every extra effort was made to move that class in preference to all others, and the greatest expense was incurred to provide facilities for hurrying it to its destination. He did not think that the Government was even now losing money by the second-class matter, but he held, in addition, that the Post-office Department was not now making anything like such favorable contracts with the railroads as ought to be made, and could be made with the proper sort of effort.

He admitted that all the six Postmaster-Generals under whom he had served while in the department had observed that second-class matter was handled at a loss. This was the result, he added, of an error in applying the principle of apportionment.

"If the statement were true," he went on, "then the increase of second-class matter would mean a correspondingly greater loss. This class of mail matter increased 1,300 per cent in the ten years from 1900, but it turns out that there was no corresponding increase in the deficit in these years."

The hearings will continue from day to day until both sides have presented their arguments.

FOOD FOR THOUGHT

A grocer recently told me that the business in H-O had very largely increased during the past season, but cited the following somewhat depressing circumstance. He said: "At least twenty-five women have come into the store when I have been behind the counter and asked for a package of 'rolled oats—the kind that are steam-cooked,' and of course I gave them 'H-O.'"

In these cases we did not lose the sale; but it is discouraging to an advertising man to look back over a record of twenty-five years of continuous, persistent publicity for a product—and then have such an instance as this brought to his attention. Here are twenty-five women, who know what they want—but do not know the name of it.
—C. F. Alward, H-O Company, Buffalo, Before Buffalo Advertising Club.

\$20,000,000 SHOE MERGER

The Roberts, Johnson and Rand Shoe Company and the Peters Shoe Company, of St. Louis, according to an announcement, have signed agreements to consolidate the businesses of the two concerns, with a capital of \$20,000,000. The agreement will become effective after the annual meeting in December, when officers for the consolidated firm will be chosen.

The consolidated company will operate eighteen shoe factories in St. Louis and vicinity, and will have 8,500 employees.

Mayor Harrison, of Chicago, appointed Philip M. Ksycki, advertising manager of the Chicago *Polish Daily Zgoda*, to the Chicago public library board, and Harry A. Lipsky, business manager of the *Daily Jewish Courier*, to be a member of the board of education.

Quality Circulation Cannot Be Forced—*

¶ A truism—as certain as two and two make four.

¶ HAMPTON'S MAGAZINE has circulation—a large circulation—*quality* circulation.

¶ That circulation is the product of editorial superiority. HAMPTON'S great growth is the logical result of the character of its text—for example, in the triumph of Achievement, HAMPTON'S gave the nation Peary's own words, in the triumph of letters, Rostand's "Chantecler."

¶ Instances like these are not to be reconciled with "forced" circulations, so called.

\$400 per Page

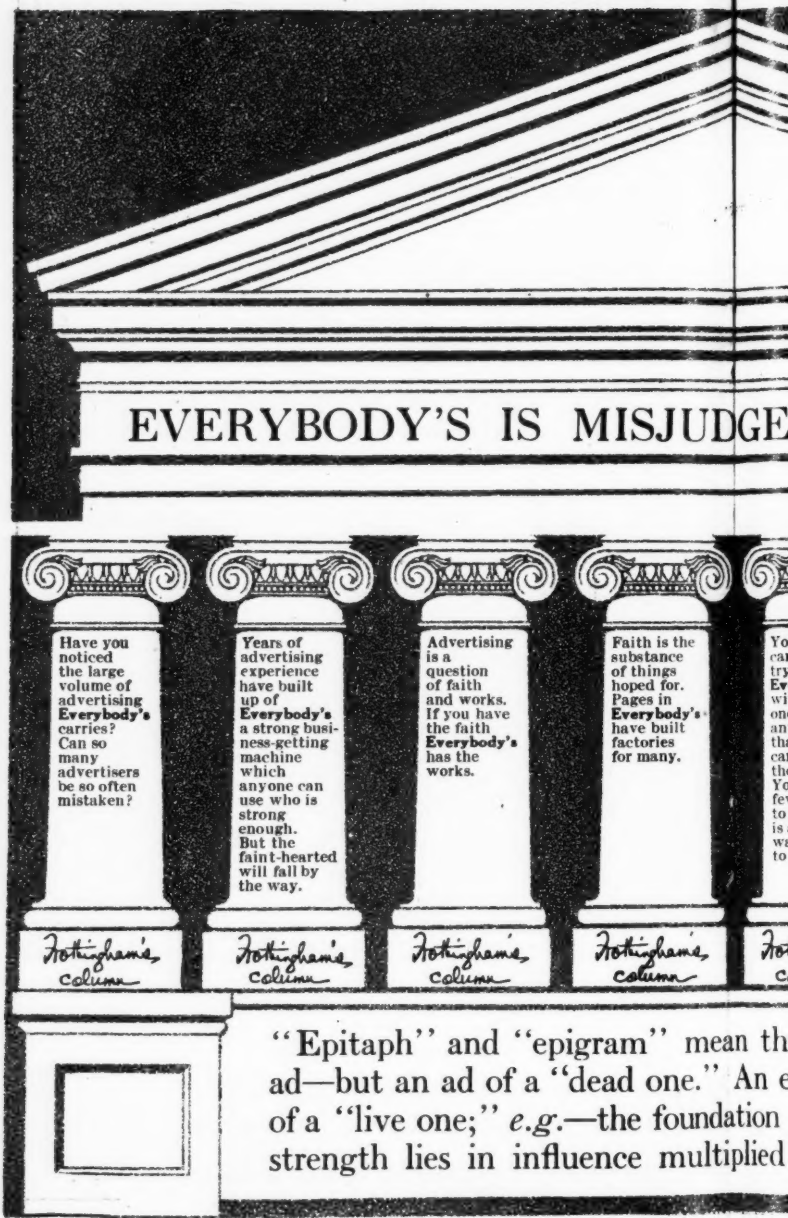
Columbian-Sterling Publishing Company

Advertising Department

66 West 35th Street, New York

Boston Detroit Chicago

* See "Circulation Viewed from Behind the Scenes," by Henry H. Hower, Adv. Mgr., The F. B. Stearns (Automobile) Co., *Printers' Ink*, July 6, 1911.



EVERYBODY'S IS MISJUDGED

Have you noticed the large volume of advertising **Everybody's** carries? Can so many advertisers be so often mistaken?

*Nottingham's
Column*

Years of advertising experience have built up of **Everybody's** a strong business-getting machine which anyone can use who is strong enough. But the faint-hearted will fall by the way.

*Nottingham's
Column*

Advertising is a question of faith and works. If you have the faith **Everybody's** has the works.

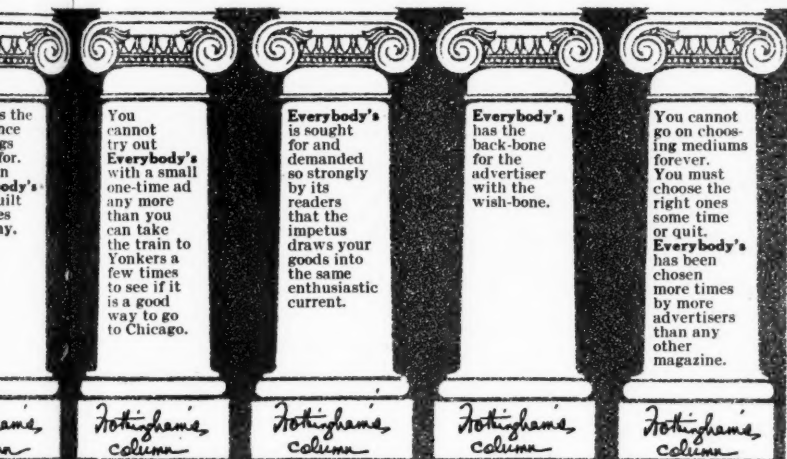
*Nottingham's
Column*

Faith is the substance of things hoped for. Pages in **Everybody's** have built factories for many.

*Nottingham's
Column*

“Epitaph” and “epigram” mean the ad—but an ad of a “dead one.” An e of a “live one;” *e.g.*—the foundation strength lies in influence multiplied

JUDGED ONLY BY MISUSERS



mean the same. An epitaph is an
ne." An epigram is an ad—but an ad
oundation of **Everybody's** advertising
multiplied by circulation.



PROBLEMS OF TRADE PAPER ADVERTISING

SOME FIELDS SEEM TO HAVE TOO MANY PAPERS — EXAMINATION SHOWS 235 SIZES OF TYPE PAGE IN 640 TRADE PAPERS CHECKED UP—LACK OF UNIFORM STANDARDS A GREAT DRAWBACK TO THE ADVERTISER—ADVERTISER ENTITLED TO CLOSER ANALYSIS OF CIRCULATION

By Fred R. Davis,

Advertising Manager, General Electric Company, Schenectady, N. Y.

The problems of the trade paper advertiser are of two kinds, those within his own organization, with which he must grapple alone, and those with which he must deal in handling conditions outside his organization. His outside problems may be made easier by discussing them with other advertisers and the various concerns with whom he deals.

The trade paper advertiser may be a manufacturer of machinery or of supplies used in connection with machinery who deals direct with the consumer, or he may be a manufacturer of a commodity which is retailed through other branches of commerce. In both cases he has to deal with a specialized technical producing and selling organization on the one hand, and isolated buying units thinly spread over vast territories on the other. To reach this sort of consumer requires a selective distribution of selling effort. The simple method of dealing with this class of consumer is to send a man to the buyer and sell to him face to face. Obviously, this requires an immense and expensive organization, as much time is spent in personal educational work.

The sales manager naturally looks for such assistance as the written word can give him to supplement or to precede the efforts of his salesmen. He turns to the advertising man for this service, even though both parties recognize that the orders taken are to be credited to the Sales Depart-

ment and not to the Advertising Department.

Possibly the advertising manager can best serve his organization by direct mail advertising alone, if his field is small and sharply defined. In such a case he is not a trade paper advertiser and his problems are simple and few.

The trade paper is needed by the advertiser who finds a mailing list of his own inadequate or too expensive to operate with success. With this viewpoint he seeks a medium of distribution which will approximate an ideal mailing list for his purpose. He will find it, if at all, in some group of technical, trade or class periodicals, and his ideal standard of measurement is applied to the distribution of that periodical. If he cannot learn where the paper goes, why it goes there and who reads it, he is heavily handicapped. He can learn this only from the publisher, whose first duty to himself, therefore, is to help the advertiser compare his circulation with the ideal mailing list for that advertiser.

There are, however, many cases of peculiar requirements which almost baffle the efforts of the conscientious advertiser. This is especially true of those advertisers whose product is used in an incidental way only by machinery users, as for example, valve packing, 'oils, special machinery, etc.

It is almost impossible to determine, which, if any paper, is read by the man who specifies many such widely used supplies. It is equally hard to reach the high-grade man who is concerned in the purchase of high-priced special machinery.

In searching for the right medium an advertiser is forced to admit that it is not from lack of enough trade papers in the field that he fails to find one to answer his purpose. He concludes there are too many papers of similar character and not enough variety in their appeals to help him select one to the exclusion of the others. He is, therefore, forced to make an arbitrary selection or

to use
a re
prosp
The
ing, i
is so
tent
bran
publi
and t
busin
living
It r
nish
distr
when
per c
prop
it. I
good
that
woul
in ob
ough
rate
trade
ceivin
Wi
out t
Amer
small
in the
tor m
tell—
not in
deed,
ready
arrive
vertis
ation
long.
play'
absol
Apr
may
I hav
of the
space
period
the a
two
paper
now s
comm
Is i
vertis
maint
fairs
plac
vertis
inter
adver

to use them all in order to reach a relatively small number of prospective buyers.

The efficiency of an engineering, industrial or mercantile paper is somehow determined by the extent to which it reaches all branches of an industry and the publisher who realizes this fact and fails to govern his policy of business expansion by it is not living up to his opportunities.

It is not efficient service to furnish an advertiser with 10 per cent distribution at \$40.00 per page when he wants 80 per cent or 90 per cent and is willing to pay a proportionately higher price for it. If each field contained one good periodical which covered that field completely its publisher would have no difficulty whatever in obtaining all the business he ought to have at an advertising rate many times higher than any trade paper publisher is now receiving.

Will Irwin in *Collier's* points out the probable tendency of the American newspaper to become smaller and more tersely written in the future. He says, "The editor must try to make every story tell—to select nothing which will not interest nearly every one. Indeed, the era of reduction is already at hand; and it would have arrived long ago but for the advertisements. Even that consideration will not halt the shrinkage long. The advertiser buys 'display'; and display is relative, not absolute."

Applying this to trade papers may be unfair, but it is a thought I have heard expressed by some of the largest users of advertising space. And the over-supply of periodicals in some fields leads the advertiser to ask why one or two broad gauge, heavy-weight papers do not blanket the field now spotted by six or eight of the common variety.

Is it possible to charge the advertiser with the responsibility for maintaining this condition of affairs by lack of discrimination in placing his advertising? The advertiser fails to serve his business interests well when he exerts "the advertiser's influence" in securing

publication of detailed descriptions of his product or its application in space that belongs to the subscriber. The average publisher is handicapped more by outside "editorial assistance" than by the lack of it from his advertisers. If he needs it badly and uses it with narrow aim at the advertiser, he weakens his paper by lessening its value to a subscriber. And the advertiser is cutting away his own foundations when he continues to advertise in a paper operated on such a policy.

What is the measure or standard of value by which an advertiser can determine which of several papers is strongest in a field where many apparently prosper? Circulation is not a safe measure, taken alone. Age does not always indicate strength, often otherwise. Financial stability is essential, but not conclusive. Influence in its field may be worth investigating. What does the periodical do for its trade or profession? Do the men who dictate its editorial policy know from experience the conditions which exist in their field? Does this question affect the service of the paper or is an able business head more important?

The trade paper advertiser who uses many periodicals has either solved the problem of selection of medium or has compromised it with expediency. His first great problem is then displaced by others of lesser importance but greater variety and intensity.

The first problems in the construction of copy for several trade papers are their variation in size of page, style of type, quality of paper and quality of service in handling and publishing the advertiser's message. An examination of 640 class or trade papers reveals 235 different sizes of type page. If this were extended to cover all such papers in America the same ratio would show 1400 different sizes among 3,725 papers. This one factor alone adds much to the expense of advertising in trade papers by increased cost for engravings, by time and labor in preparing copy layout and in reading and correcting proofs and by

loss of returns through lack of a uniform high standard possible only through uniformity in size or shape. If all trade papers were using a 9 x 12 inch page and printing a 7 x 10 inch type page on a good grade of paper, advertisers could afford to and would prepare copy and furnish plates ready for printing which would go far toward raising the standard of trade paper advertising. This size is already found in one-fifth of the periodicals represented here.

Lack of service is more disastrous to results for the small advertiser than for the large advertiser. Service in guiding the tone of copy to fit the readers, service in designing and constructing effective styles of display are two notable absentees from most trade paper organizations. The small advertisers are usually burdened by a higher rate for space on top of this handicap in copy facilities and it is not surprising if they remain small or vanish entirely from the advertising pages.

All trade paper advertisers are called upon to solve the problems presented to them from all sides by publishers who devise special editions, classified sections, colored inserts, and other diversions for their readers and advertisers.

The special edition is devoted largely to one subject of importance to the publisher or the advertiser or, possibly, to the subscriber. It is a most perplexing problem to the advertiser who seriously considers it at all. The small or one-time advertisers who have been coaxed, flattered or coerced into extra space in a special issue expect extra returns. Padding special issues with spasmodic advertising lessens the value of the space to regular advertisers and naturally also to the special advertisers in that issue. When the small or one-time advertiser fails to see definite results in his business he becomes more than ever a small or infrequent advertiser. Regular advertisers who increase space in special issues do so from reasons not al-

ways sound or creditable to their advertising sense. The special issue in all its forms is a boomerang to the publisher, when exploited to secure special revenue from advertisers. Every advertiser feels that the "special issue" is the advertiser's problem, but it may prove to be the publisher's problem in the end.

It would be futile to recount these well-recognized problems of the trade paper advertiser without pointing to their significance to the publisher.

If trade paper publishers would take steps to introduce into their advertising contracts some evidence of probability of results based on the number, location and occupation of subscribers the advertiser's faith would be supported on a more stable foundation. I have never seen a publisher's advertising contract that obligated the publisher to do more than publish the advertiser's copy. The proof of fulfillment of a contract of this sort consists of the appearance of the advertisement in a single copy of the paper. And the advertiser pays his bill for space on this evidence. He contracts for and pays for space. He expects delivery of this space to a certain number of possible buyers of what he advertises in it. But what evidence does the publisher give that he feels the same way? There is nothing in the contract about it.

What other commodity so easy to describe is bought and sold on such a flimsy form of contract?

Concerted action is needed by those trade paper publishers strong enough to stand by their advertisers in insisting that one measure of service of a trade paper to its advertisers is the number, location and business interests of the subscribers of that paper. If this is granted what better means exists of raising the efficiency of trade paper advertising than to define the service and put it into the advertising contract? Then advertisers can hope to figure efficiency with a positive symbol even if it be small in size.

ADVERTISING TO SWAY PUBLIC OPINION

THAT IS THE UNDERLYING PURPOSE OF ALL ADVERTISING—PUBLIC OPINION IN AMERICA IS NEVER UNREASONABLE—THE PUBLIC HAS FEELINGS—WILL USUALLY GIVE BACK WHAT YOU GIVE HIM—APPEAL WITH REASON AND IT WILL RESPOND WITH REASON—BANQUET ADDRESS AT A. A. C. A. CONVENTION

By Wm. G. McAdoo,

President Hudson and Manhattan Railroad Company (McAdoo Tubes).

The most potential factor in the affairs of civilized life to-day is public opinion—that dominant verdict of the multitude, based upon truth and human reasoning and from which no successful appeal may be made. It is the measuring stick of merit, the gauge of good intentions and the accepted test of truth. To sway, to influence or to control public opinion is the underlying purpose of all advertising, and we are rapidly learning the lesson that our efforts in that direction will succeed or fail in exact proportion to the measure of sincerity or insincerity in our declarations to the public.

What is public opinion? Newspapers and magazines are not public opinion; they are merely the medium for its expression. They represent public opinion only so far as they accurately reflect it, and they are influential in molding it so long as truth and honesty are their guiding principle. Public opinion is in reality the voice of the people and we must understand the people if we are to sway them by advertising.

Who are the people? They are everybody—the upper, the middle and the lower classes—principally the middle and the lower classes—those whom Lincoln called the "common people."

These common people mean something more than a mere herd of humanity. They are the great American public, industrious, intelligent, patriotic and liberty-loving. Strong in the rugged virtues

and stern in condemnation of wrong, they are the safe and sane jury for the decision of all those questions which, under a republican form of government, are necessarily submitted for their final arbitrament.

It is a "common thing" in some quarters to speak of these people as "the mob," and to decry certain progressive movements of the day as tending to substitute government by the mob for that of privilege. Nothing could be more absurd, because there has never been, in the history of this country, what may be called a "political mob." The great electorate seems always to have its sanity when exercising the right of suffrage. Three great crises in the history of the Republic prove this assertion—first, the slavery issue, over which the minds of men could not have been more inflamed,—yet the people settled that question in the right way. There was none of the spirit of the mob in that momentous election.

Second: The "Greenback issue," complex and seductive, but decided by the people with unerring wisdom.

Third: The "free silver question," bristling with economic intricacies and alluring promises of doubling the value of property while reducing the obligation of debt, but it was condemned at the polls by the common sense of the common people.

I need not multiply instances to prove that the American public has never manifested, even in the midst of the most exacting political battles, the slightest spirit of the mob, and that it has always, with wonderful foresight and intelligence, decided the issues with remarkable wisdom.

A mistaken idea has long prevailed that the public is also unreasonable. Corporations of this country, particularly those engaged in operating public utilities, have always acted upon this belief. This mistaken idea has caused most of the trouble which has arisen between the people and the corporations. It explains many indefensible things which

the corporations have done, and it illumines the attitude of the people toward the corporations.

Some years ago we were confronted in New York with the necessity for beginning the operation of a new transit railroad. We had to come into contact and intimate relationship with millions of people who were to ride over this road annually. It became necessary to determine how to deal with these people. We made a great discovery, and, like most great discoveries, it was an exceedingly simple one. We discovered that the public is, at the core, reasonable, and it is just as responsive as the average sane individual to decent treatment. Keeping this truth in mind, the problem of dealing with the public became comparatively easy. We determined to advertise by word and performance, principally performance, and in all these cases performance must be as genuine as the spoken word must be true.

We also made another discovery: We discovered that the public has feelings; we found, in fact, that the public, speaking in a composite sense, is altogether a very reasonable, human and likeable sort of an individual. Treat him decently and he will treat you decently; cuff him and he will strike back; appeal to his reason and he will respond with reason.

The public is, like the individual, sometimes *unreasonable*, and, like the individual, is sometimes wrong in its judgment, but, when it is, its judgment is based too often upon ignorance of facts. These ought to be supplied wherever possible, and, if they present a fair case, the public is likely to uphold it. A corporation manager cannot always do the popular thing, but he can do the right thing and the reasonable thing, and, when he has this ground under him, he can usually vindicate his position if he goes honestly and frankly to the public with the facts.

It is a wrong notion that one should be honest simply because it is advantageous to be so. Honesty should be practiced as an in-

flexible standard of right and truth, and never as a mere matter of policy. It is an inspiring thing that honesty has become so popular during the past few years. A higher standard of ethics prevails all around. Corporations are more honestly managed to-day than ever before in their history. Men are generally more punctilious about their business dealings with each other; government, national, state and local, is being purified and the light of truth and honesty is penetrating the remotest corners.

With the vast public reasonable, and honesty as the accepted standard, what must the advertiser do to sway public opinion? Above all things he must understand and believe in the public. He must realize that it is reasonable, and he must be impressed with the necessity for honesty in his dealings with it. His advertisements should be, not only plethoric with promise, but potential with performance. They should be clothed in originality and vitalized with truth; they should not be designed to sway public opinion only for personal profit, but also for the public good. By this I mean that the object of personal gain should never induce the advertising of any article or thing that would be injurious to the public health or public morals, and that the advertiser should undeviatingly exploit those things only which, while offering an honest reward, are compatible with the public good.

The value of the idea in advertising should not be overlooked. In fact, the clever idea, based on truth, carries its own advertisement. Here is an incident to illustrate the point and will show how easy it is for a green and unsophisticated railroad man to "put one over" the advertising boys and the newspapers of the whole country without the expenditure of a cent! We were erecting the great Hudson terminal buildings in New York in the panic year 1907. These enormous structures contain twenty-seven acres of available rental area and house 10,000 people. At

that time money was hard to get and we couldn't afford to pay to advertise the buildings. But advertising was necessary, particularly as we were trying to do the unheard of thing, of letting the buildings from plans and before completion. So we invited the Sunday editor of a prominent New York paper to inspect the buildings and promised him a good story for a full page in the Sunday issue. He came, he saw, he listened to all we had to say, then said: "Why, we published all that you have told me in our Sunday edition about six months ago. We can't print the same thing again."

This was a poser, and we had expected it, but we gravely said the article he referred to did not bring out all the interesting facts in the right way and that it would bear republication. He said, "No, we can't do it, but if you will give us a new idea of some sort we can probably make up a story." We thought this over for a minute and reflected that we had rented as much as one or two acres of floor space to some large tenants. Now space in buildings is always rented by the square foot, so we said, "These are the only buildings in the world where space is rented by the acre as well as by the square foot." He replied "That's good—that will go."

As a result we had two illustrated pages in the magazine section of the only buildings in the world where space is rented by the acre. The story was syndicated—went all over America and was printed in Europe. We got the advertising for nothing, the public got the entertainment, the papers got the reputation, and we hope some increased circulation, and the advertising agencies got nothing; but it shows the value of an idea with truth behind it. In some of the country papers the article was republished with illustrations of the buildings as the latest example of unrestrained New York fiction. One paper commented skeptically, "The idea of raising office space by the acre, twenty-two stories above

ground and four below. It is a dream—Munchausen outdone!"

In the last few years, the corporations have come to recognize the public as a real factor to be reckoned with, and they have begun to appeal to the public by advertisements in newspapers for the purpose of influencing public opinion. We have had a notable example of this in the recent subway fight in New York City. There the two companies filled the newspapers with advertisements of their respective claims; they placarded their stations with posters, and every billboard became a silent but conspicuous mouthpiece for the contending companies. These advertisements did not seem to make much impression upon the public. The reason for it was twofold; first, because the public has long been suspicious of corporations and hesitates to accept as true any of their representations; and, second, because much of the advertising in question was not accurate. It did not state the facts fully and honestly (I do not say that this was intentionally done), and, therefore, it failed of its purpose. This serves to show how absolutely essential it is to make your advertisements pregnant with truth if there is to be the least hope of influencing public opinion.

There is another kind of advertising—a well-known kind and little thought of, but it is an infallible test of the value of truth and sincerity—advertising of the public man through his own actions and utterances. If he is genuine, truthful and sincere, he will stand the test and survive. If he is not he will, in time, be found out and fail. The people with their wonderful gift of divination, are quick to appreciate the genuine and to expose the counterfeit. They do not need to read it in plain print; they can tell it by the ring.

It is a fine and inspiring thing, this striving of the people for an improvement in their ethical standards. It has undoubtedly produced much of the so-called disturbance and agitation of the

past ten years, but it has not been harmful to the country. It has been helpful because it has aroused a keener consciousness of right, and has inspired a higher and nobler endeavor.

All that you advertising men have to do, all that the men in public life have to do, all that the managers of big business and of big corporations have to do to sway public opinion, is to be responsive to the higher ethics; to have faith in and to understand the people; to deal squarely and honestly with them, and to measure up to the popular aspiration for better and cleaner methods in all the concerns of civilized life.

THE MENTAL PICTURE

If by arguments I am trying to induce you to establish a factory in my town I first present reasons *why* your factory would be particularly profitable there.

If I should be able to give enough arguments in favor of the proposition, you doubtless would figure out for yourself *how* you would go at it to establish the factory.

You are not convinced, however, till, in imagination, you have established your business there.

If, when in imagination you have projected yourself into the future, no insurmountable difficulties occur to you, you may be convinced and decided to act.

Before you are convinced you are likely to figure out *how* my proposition could be carried out.

I would greatly increase my chances of convincing you if instead of confining myself to *why* you should build the factory, I should devote much of my presentation to describing vividly just what you would have to do to follow out the plan I am proposing. If by my words you are led to imagine yourself as establishing the factory, the mental image thus formed in your mind is more of a "clincher" than any reason for the action that could possibly be offered.—*Walter Dill Scott, in "Influencing Men In Business."*

ENGLISHMEN AT BUNKER HILL

Members of the British delegation to the convention visited the Bunker Hill monument, where they were received with every courtesy. "A bit different reception than that given the Englishmen at this spot one hundred and thirty-six years ago, eh?" said one of them to another.

Ralph Foote has severed his connection as manager of the copy department of the Leven Advertising Agency, Chicago, to join the copy staff of the Chicago office of the Taylor-Critchfield Company.

CONVENTION DAILY ISSUED BY MUNSEY

Frank A. Munsey contributed one of the most highly appreciated features at the Boston convention in the shape of a four-page, full-fledged daily paper. This paper was delivered every day free of charge to each member of the association at his hotel together with a copy of Mr. Munsey's *Boston Journal*.

The "Convention Daily" contained a large amount of live news about the daily sessions as well as personal jottings, gossip from the hotel corridors, etc. It represented a great deal of hard work and reflected much credit upon Theodore E. Ash, of Mr. Munsey's New York office, who acted as managing editor.

The one feature of the "Convention Daily" which was most appreciated because the information was not readily obtainable from any other source, was a complete list of men attending the convention with the hotels at which they were stopping. This list was brought up to date daily from the official registration and made the paper indispensable. Mr. Munsey's enterprise was generally commented upon.

PROGRAMME A MASTERPIECE OF PRINTERS' ART

President Dobbs himself said that the programme of the seventh annual convention was one of the best pieces of designing, type harmony and printing he had ever seen. This was the general verdict of all those qualified to give judgment. It was designed by George French, the paper was from the Strathmore Paper Company, of Milton, Mass., the page borders by H. C. Hansen Type Foundry, Boston, and the typography and press work by the Stetson Press, Boston. "If this is a sample of 'made in New England' goods," said one man, "New England needn't yield anything to anybody anywhere."

It was indeed a pleasure to the eye and hand. The relation of the many subdivisions to the many major heads were so clearly indicated that no one could become confused.

PILGRIMS CONCOCT EPIGRAMS

Some of the epigrammatic signs hung on the walls of the convention halls were too good not to have a wider publication. Here are some of the snappiest things originated by the Pilgrims for the delectation of the delegates: "Advertising Averts Adversity"; "Make your Goods as Good as Your Advertising"; "Advertising is the road to Prosperity. We are here for Better Roads"; "As goes Advertising, so goes the World." These were weeded out of a large number submitted and the authorship is therefore varied.

Thomas H. Nixon, formerly of the *Housekeeper* and the Paul Block Special Agency, has been appointed Western representative of *American Suburbs*.

NEWSPAPERS AND THEIR ADVERTISERS

NEED OF TRUTH-TELLING IN ALL DEPARTMENTS — ADVERTISERS WHO REQUIRE AFFIDAVITS FROM THE PUBLISHER SHOULD IN TURN USE THE SPACE WITH ADVERTISEMENTS THAT ARE FREE FROM FALSEHOOD — NEED FOR HEROES THAT WILL FOREGO A CONTRACT IN ORDER TO PROTECT THEIR COUNTRY'S MORALS — EXTRACT FROM SPEECH AT BOSTON CONVENTION

By James Schermerhorn,
Publisher of the *Detroit Times*.

The precise form of my theme was prefigured in the foregathering of this convention this morning in old Faneuil hall, composite of tribune and mart.

Newspapers and advertisers — Titanic forces in our throbbing modern life! Strange that in the discussion of their interdependence we should be compelled to turn back to Faneuil hall of the Caesars—to the Roman forum, where political discussion and the traffic of the marketplace centered.

The newspaper is the palladium of the people's liberties; publicity the cure of business ills. Yet the tongue of self-government and the trumpet of trade have no voice to right a wrong that tarnishes their relationship.

When the shed blood of Lovejoy, martyr to Abolition, was crying up from the ground for the freedom of the press, the turbulent crowd in Faneuil hall sought to drown the eloquence of Wendell Phillips with their jeers. "Howl on," cried Phillips, and turning to the reporters' table, "I speak to millions here."

When one speaks for advertising liberty—the freedom that truth vouchsafes—publishers who imagine themselves happy with gyves upon their wrists, seek to silence the voice of protest; but, let them howl on—we speak to hundreds here.

Because the press is in no hurry to have its lapses proclaimed before ninety millions, it becomes

necessary to hire a hall to consider the correction of the grave public wrong involved in the existing relation of newspapers and advertisers.

The press is "the vast shadow of the public mind," but it is not casting any reflection upon itself if it can help it.

Across the Christian era we hear 1st Citizen, 2d Citizen and others making Rome howl as they shout to the speaker of the day, "What are you giving us?"

In this open forum to-day the circulation-wise advertisers are asking the newspapers, "What are we paying you for?"

It is a privileged question to which the newspapers may rejoin: "What sort of stuff are we taking pay for?"

To both of which questions there can be but one answer if newspapers and advertisers have the correct vision of mutuality.

That answer, whether it relate to the quantity of circulation or the quality of the copy, must be the truth.

The publisher who sells anything less than the truth to the buyer of circulation sells his honor in the bargain.

The advertiser who puts anything but the truth into the newspaper space he contracts for barter away his good name and the publisher's, too.

The trustful reader pays, but Peter and Paul rob each other.

The advertiser is for truth mightily part of the time. He makes the publisher swear on the Book when he declares his circulation.

The newspapers have no association to insist upon guaranteed copy. They send forth no representatives to verify statements. They demand no affidavits. Where ignorance is biz, 'tis folly to be wise.

The advertising author ought to aspire to truth not only for truth's sake, but because something of the soul of the artist and poet should be in his work. The advertiser is really the literary exponent of an age of commercial romance, when the fairy fables of Galland and Grimm are being outdone in the

astounding achievements of the business world.

So the advertiser must be true to his task—as true as the historians, dramatists and poets who have embalmed the very mood and temper of their times in imperishable literature.

Shall the cut-off rule or the curtailed "adv." continue to mark the passing of day into the gloaming?

Or shall we adopt the cut-out rule and print nothing that we shrink from assuming full responsibility for?

Would we say by word of mouth to the homes that welcome the newspaper's daily visits, "Allow us to present our highly esteemed friend and patron, but bear in mind he is separated from us by a double dash?"

Or to our banker, "We are pleased to present a customer who is entitled to your most favorable consideration—a-d-v?"

If you declare for reasonable restraint of honesty, it would be well to settle the number of readers who are poisoned by a nostrum or fleeced by a wildcat investment proposition, before the perversion may be said to be unreasonable.

If you fix a twilight zone, let it also be fixed how many times the Scheftels and Burrs must be thrown out of the mails and thrust into dungeons before their copy passes out of the gloaming into the darkness.

In the witching hour when the reign of truth gives way to the "rule of reason," let it be understood how long a certain grandmotherly curist must lie a-moldering in the grave before communications in answer to newspaper advertisements will fail to reach her.

But the newspaper co-operates in front of the bar, at all hours, by inviting the children in their homes and the inebriates in their gold cures to have a drink.

Who is on truth's side of this liquor question—public sentiment that limits the sale of intoxicants or newspapers that promote it?

China is wiping out the opium habit by stopping the cultivation

of the poppy. You can correct dishonest advertising by cutting off the copy.

Could anything be more simple?

Truth stands at the door and knocks; let the advertiser open unto her, and she will bring him honor and glory forevermore; or, at least, respectability.

Truth has tried other doors. Opportunity may knock but once, but truth can show you a severe case of abrasion of the knuckles.

She has bade the subscriber let her in; but the reader is generally unresponsive. He possesses all the widely heralded instrumentalities for getting what he wants—initiative, referendum and recall—but he tries none of these progressive weapons upon the newspaper that betrays his confidence and profanes his home.

Truth has pounded upon the prosperous publisher's door, but the impatient rap has been drowned in the roar of the octuples. Some publishers whose presses do not run so long and so loud have heard the knock. They give space on their first page every day for a little talk from Truth.

Certainly not through the statesmen will truth be tabernacled in the advertising sections of the daily press. In several state legislatures this year bills holding publishers responsible for immoral and fraudulent advertisements have been promptly tabled by politicians who hang upon editors' favors.

Our Fourth Estate has numbered and still numbers, patriots who lament that they have but one life to give for their country. But the offering up of an advertising contract in behalf of the health and pocketbooks of their subscribers strikes them as a strained and unrequired sacrifice.

Why not give the place of your present deliberations a new renown through the deliverance of advertising from dishonor, and impart to Faneuil hall, consecrated shelter of free speech and unfettered trade, the later glory of being the cradle of an emancipated press?

Evidence as to

The Des Moines Capital

supremacy as Des Moines' greatest advertising medium.

There are five large department stores in Des Moines. These stores used more space in the Des Moines Capital in the month of July than in the morning Register and Leader and evening News combined, including their big Sunday issues. The Capital has no Sunday paper. The stores referred to are Younker Brothers; Harris-Emery's; J. Mandelbaum & Sons; Wilkins Brothers, and The Grand Department Store.

It is also true that the rates paid the Capital will average quite a little higher than the rates paid the other two newspapers.

The Capital is not particularly a quality newspaper with respect to its subscription list; nor is it of the low-brow type. It is read by all classes and apparently the big stores of Des Moines secure the best results from it.

To prove that the July record with respect to department stores is not unusual, for the first seven months of this year the Capital received from the five department stores 51,031 inches, while the Register and Leader and News combined received only 52,075 inches.

EASTERN OFFICES:

Chicago, Hartford Building, Elmer Wilson
New York, Brunswick Building, O'Mara & Ormsbee

LAFAYETTE YOUNG, *Publisher*

THE ETHICS OF ADVERTISING

SOME REPORTED CONFESSIONS BY AGENT, PUBLISHER AND ADVERTISER THAT MAY BE GOOD ALSO FOR THE SOUL OF THE ADVERTISING WORLD AT LARGE—ONE WORD, HONESTY, FURNISHES ENOUGH ETHICAL CONSIDERATIONS FOR THE PRESENT—FROM ADDRESS AT BOSTON CONVENTION OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA

By Bert Moses,

President, Association of American Advertisers.

Somebody once asked the original Artemus Ward what his principles were, and he replied:

"I have none. I am in the show business."

And so, when I was honored with a place on the programme of this great convention, and was assigned the subject "Ethics of Advertising," I cast about to learn if there really was such a thing.

I asked a distinguished advertising agent what he considered the ethics of advertising to be as applied to his branch of the profession, and he answered:

"We agents are planning an organization of our own, and when we get together maybe a code of ethics will be formulated, and maybe it won't."

Then I asked a great publisher if there was anything that looked like ethics lying around the newspaper world, and his reply was something like this:

"We folks have what may be called a code of ethics, but, like the Ten Commandments, a part is observed and a part isn't—at least not all of the time. At our meetings we swear by the hair of the Seven Snide Sisters that we will allow a commission to none but agents whose names are printed on a limited list, but it is considered altogether ethical if we occasionally allow the commission direct to the advertiser himself, provided we don't get caught with the goods on. It is a sin to sin and get caught."

"We stick together fairly well

on matters relating to trade unions, and are unanimous in fighting the Paper Trust, but some of us are a bit circumspect on the question of circulation. If a publisher gives as his circulation the number of copies printed upon a special occasion when a big bit of news happens, we don't consider that a violation of our ethics."

"All of us have special agents in New York and Chicago, and as a body they are the keenest, cleverest, shrewdest and nicest lot of folks that ever lifted a foot to the brass railing or crooked the elbow on high. They can smell an order from afar, and they lie in wait for the agent and the advertiser before the scrub-woman goes home for breakfast."

"They are Good Samaritans—these specials. When they get orders for all the papers they represent, they pass the word along to their less alert fellow-laborers, and inside of an hour the waiting room of the advertiser or agent looks like the ticket office at the Polo Grounds when the Giants and the Cubs are scheduled to play. This is the first well-defined case of ethics in the advertising business that comes to mind."

"We publishers are doing one thing that largely minimizes our faults, and that is this: We don't accept so much fraudulent and disreputable advertising as we did a few years ago."

I next turned to an advertiser himself, and asked him where I was going to find any ethics to talk about in my Boston address. The advertiser replied:

"I am too busy producing copy that pulls and putting it in mediums that pay to bother about ethics. Competition of rivals has to be met by using copy seductively adorned with adjectives that glorify, exalt and magnify the virtues of the things I sell."

"You must understand that we advertisers have taken for ourselves a privilege—a poet's license, if you please—to run riot in the use of the English language when we write advertisements. We put into our ads statements that we would never



Successful Medical Advertising

calls for the use of proper copy and the right selection of mediums

The medical journals below—"The Big Six" of the medical journal field—offer acceptable advertisers the quickest, most economical and most effective means of reaching the physicians of the United States.

The influence and patronage of the medical profession are worth more than the influence and patronage of any other class. Every doctor has his "circle of influence," and it is his recommendation or condemnation of any product that often determines its success or its failure.

When you use the advertising pages of the "Big Six" you are not talking merely to 100,000 doctors. **Back of these are their patients, 30,000,000 strong!** An audience, moreover, that often buys because

"the doctor advised it."

THE ASSOCIATED MEDICAL PUBLISHERS

American Journal Clinical Medicine.....	Chicago, Ill.
American Journal of Surgery.....	New York, N. Y.
American Medicine.....	New York, N. Y.
Interstate Medical Journal.....	St. Louis, Mo.
Medical Council.....	Philadelphia, Pa.
Therapeutic Gazette.....	Detroit, Mich.

S. D. CLOUGH, Secretary, Ravenswood Sta., Chicago, Ill.

put into a contract. If we should abjure the adjective and make a plain statement of facts in our ads, our competitors would run rings around us."

All this is what I learned from the agent, the publisher and the advertiser, and so, having failed to find any generally recognized ethics in the advertising profession, I am logically put in the position where it seems proper to suggest a code of ethics for discussion and consideration at this convention.

Broadly speaking, there have ever been two things which blocked progress, stifled initiative and smothered genius.

One is ethics and the other is precedent.

Precedents and ethics, in a broad sense, are made by the few at the top to control the many at the bottom.

The young doctor, on emerging from college, is doomed by ethics to sit alone in his little office, and await the time when the public may stumble upon him by chance. He may not tell in public prints what he has learned in college or what he can do.

But the doctor with an established practice may resort to any press-agent tactics to get favorable mention in the papers, provided he "deadheads" it. It would be most unprofessional to pay for such a thing.

A code of ethics for advertising that all could espouse and observe might be condensed into one single word:

Honesty.

To this might be added the Golden Rule, but anything further would be worthless ballast.

If advertisers themselves would eliminate all falsehood and exaggeration and bombast and fustian from their advertising, and thus create and establish absolute confidence on the part of the public in printed announcements, the sales following would astound and amaze.

A small ad would then do vastly more than a large ad does to-day. Catalogues could be cut down to many fewer pages.

If publishers would open their

books to advertisers, there would be no further use for the word "liar" in the lexicon of the man downstairs in the business office.

If all questionable and disreputable advertising were forever eliminated from the signboards, the street cars, the billboards and the newspapers, advertising would soon come into its own.

Will all-round honesty in advertising ever prevail?

I am hopeful, but not confident.

Perhaps the first body of men to adopt this one word, honesty, as its complete code of ethics will be made up of advertising folks, who comprise the greatest human force the world has ever known.

NEW MEMBERS OF A. N. A. M.

The following new members have been elected in the Association of National Advertising Managers:

H. T. Benham, advertising manager, E. C. Atkins & Co., Indianapolis, Ind.
W. M. Canaday, advertising manager, The Hoosier Mfg. Company, New Castle, Ind.

Truman A. DeWeese, director of publicity, The Shredded Wheat Company, Niagara Falls, New York.

L. E. Kingman, advertising manager, Florence Manufacturing Company, Florence, Mass.

M. C. Meigs, advertising manager, J. I. Case Threshing Machine Company, Racine, Wisconsin.

L. E. Lowell, advertising manager, The National Cash Register Company, Dayton, Ohio.

H. Tipper, manager advertising division, The Texas Company, 17 Battery Place, New York.

E. LeRoy Pelletier, advertising manager, The Studebaker Corporation, E-M-F Factories, Detroit, Mich., is now the representative of that firm in the association, instead of Henry Knott.

By the election of O. C. Harn to the presidency, a vacancy on the board of directors was automatically made, as Mr. Harn still had a year to serve. To fill this vacancy, the board has elected W. G. Snow, advertising manager, International Silver Company, Meriden, Conn.

McJUNKIN AGENCY INCORPORATES

The William D. McJunkin Advertising Company, Chicago, has been incorporated for \$10,000, to do an advertising business. The incorporators are William D. McJunkin, Frank B. Murray, and John M. Pollock.

Ed. J. Harvey, of the advertising department of the Dallas News, addressed the Dallas Advertising League, July 18, on the "Retailer and Nationally Advertised Goods."



Modern Farm Structures Are Built of Cement

because the modern farmer is a permanent builder. He invests his money in improvements instead of spending it in repairs. Cement is the modern building material. It is more durable than any other, more sanitary, fireproof, and requires no repairs. Concrete silos, fences, barns, watering troughs and dwellings are rapidly displacing those made of other materials.

UNIVERSAL PORTLAND CEMENT

is dependable in quality. It makes concrete which stands the test of heat and cold, fire and water. It is made from clean, granulated blast furnace slag and pure limestone burned together, ground into particles which are finer than flour. Universal is a safe cement under all conditions, of uniform color and texture and of granite-like strength.

See our exhibits at the Cement Show opening in the Coliseum tomorrow night and during Saturday evening, February 26.

UNIVERSAL PORTLAND CEMENT COMPANY

Chicago — Pittsburgh
(Headquarters Office: Minneapolis)

Annual Output, 8,000,000 Barrels

One of a series of farm journal advertisements designed and placed by this agency. It fairly represents the character of work we do for well known advertisers in the newspaper, farm journal and magazine fields. We are a well equipped personal service agency, of ample capital, and desire to add two or three first class clients.

BENSON & EASTON, Corn Exchange Bank Bldg., CHICAGO

To the Delegates who attended the 1911 Convention of the Associated Advertising Clubs of America!

Your recent visit to Boston has afforded an opportunity to judge. Have we, in these pages, overstated the magnificent trade opportunities afforded by New England?



New England is the ideal territory for "Try-out" Campaigns!

1. Cities close together—No long jumps for salesmen.
2. Good jobbing houses—Distribution easy and accounts absolutely safe.
3. Results can be accurately traced—The value of the Advertising Copy and Selling Plan can be determined absolutely.
4. Manufacturing and agricultural territory combined—Good conditions now obtain for both Farmers and Factory-Workers.
5. The highest type of Local Daily Newspapers—the kind that MOVE THE MERCHANDISE off the Dealers' shelves!

TEN REPRESENTATIVE NEW ENGLAND PAPERS IN TEN THRIVING NEW ENGLAND CITIES:

<i>Meriden, Ct., Record</i>	<i>Waterbury, Ct., Republican</i>
<i>Worcester, Mass., Gazette</i>	<i>New Haven, Ct., Register</i>
<i>Springfield, Mass., Union</i>	<i>Portland, Me., Express</i>
<i>New Bedford</i> <small>STANDARD AND MERCURY</small>	<i>Burlington, Vt., Free Press</i>
<i>Salem, Mass., News</i>	<i>Lynn, Mass., Item</i>

ADVERTISING AGENTS AT CONVENTION

The first question that will naturally be asked in regard to the new organization of advertising agents at Boston is: "Who was there?" The following is the authoritative list of those present at the session furnished to PRINTERS' INK by Secretary D. J. MacNicol:

AGENCIES AND REPRESENTATIVES

Allen Adv. Agency (Inc.), New York,
V. Prest. Joseph A. Hanft.
Armstrong, Collin, Adv. Company, New
York, Collin Armstrong.
Ayer, N. W., & Son, Philadelphia, C.
T. Miller, Mgr., Boston office.
Barber, J. W., Adv. Agency (Inc.),
Boston, J. W. Barber, H. F. Barber,
H. W. Curtis.
Bates, J. D., Adv. Agency, Springfield,
Mass., J. D. Bates.
Batten, Geo., Co. (Inc.), New York,
W. H. Johns, F. H. Little.
Blackman-Ross Co. (Inc.), New York,
O. H. Blackman, F. J. Hermes.
Blaine-Thompson Co., Cincinnati, O.,
E. R. Blaine, Geo. A. Shives.
Blum, Charles, Adv. Agency, Philadel-
phia, Charles Blum.
Bond, Arthur T., Boston, M. T. Bond.
Bromfield, P. B., Adv. Agency, New
York, P. B. Bromfield.
Burt International Adv. Agency, Buf-
falo, Harry L. Marshall, Mgr.
Charles Adv. Service, New York, H. H.
Charles.
Cheltenham Adv. Service, New York,
Ingalls Kimball.
Chesman, Nelson, & Co., St. Louis, C.
L. Grigg.
Clague-Painter-Jones Co., Chicago, Stan-
ley Clague.
Colton, Wendell P., New York, Wen-
dell P. Colton.
Crockett, The Agency, New Orleans,
F. A. Wynne, V. P.
Cusack, Thomas, Co., New York, H. A.
Palmer.
D'Arcy Adv. Co., St. Louis, W. C.
D'Arcy.
Darlow Adv. Agency, Omaha, A. L.
Gale.
Dean-Hick, The Co., Grand Rapids,
Mich., Bryce Lor'n Schurman.
Debevoise, Foster, Co., New York, H.
Mitchell Price, V. P.
DeForest Adv. Agency, Springfield,
Mass., Charles H. DeForest.
Doremus & Co., New York, Charles
Otis, Pres.
Doremus & Morse Adv. Agency, New
York, H. W. Doremus, E. B. Munch.
Ellis, A. W., Agency, Boston, A. W.
Ellis, Henry Kuhn.
Erickson, A. W., Adv. Agency, A. W.
Erickson, Newcomb Cleveland.
Fuller, Chas. H., Co., Chicago, G. A.
Claus.
Gardner Adv. Co., St. Louis, H. S.
Gardner.
Giles Adv. Agency, Salt Lake City,
John D. Giles.
Gibbold Adv. Agency, Dallas, Tex.,
A. H. Gibbold, M. P. Gould, Gerald
B. Wadsworth.

Portland Maine's Wealthiest City!

Portland is essentially a city of homes.

Its people are prosperous and contented.

They have more than their share of this world's goods.

They live in a city that is fast becoming one of America's most popular Summer Resort cities!

'And Portland's Paper is the Evening EXPRESS

Largest Daily circulation in Maine!

Exceeds combined circulation of both other Portland dailies by over 50 per cent.

JULIUS MATHEWS, Representative.

THE

Brockton Enterprise

COVERS
BROCKTON
LIKE A
BLANKET

EVENINGS



FLAT RATE

35 CENTS PER INCH
CIRCULATION 12,500
POPULATION 56,000



The hardship of the pump in the back yard gave way



to the luxurious comfort of running hot and cold water in the kitchen.

What brought the water into the house? Well, the Butterick Trio helped—helped by offering a medium to the makers of plumbing to educate women to the actual economy of exposed plumbing as compared with the old pump.

The Butterick Trio

Robert Frothingham
Advertising Manager

Butterick Building, New York

F. H. RALSTEN, Western Adv. Manager
First National Bank Building, Chicago

Goulston, Ernest J., Adv. Agency, Boston, Fred'k L. Goulston.
Hamblin, W. F., & Co., New York, W. F. Hamblin, H. H. Walker.
Hays Adv. Agency, Burlington, Vt., W. A. Myers.
Hoopes, E. M., Wilmington, Del., Edgar M. Hoopes.
Hoops, Walter W., Adv. Agency, Chicago, Walter W. Hoops.
Hoyt, Chas. W., New Haven, Conn., Chas. W. Hoyt, Robert H. Andrews.
Ireland, The, Adv. Agency, Philadelphia, W. Percy Mills.
Kollock, Edward D., Boston, Edward D. Kollock.
Lessing Adv. Agency, Des Moines, Ia., Victor F. Hayden.
Levin & Bradt, New York, C. D. Levin, Gay Bradt.
Lyddon & Hanford Co., Rochester, N. Y., F. A. Hughes.
Marks, The, Adv. Co., New York.
Massengale Adv. Agency, Atlanta, St. Elmo Massengale, L. D. Hicks.
Morgan, J. W., Adv. Agency, New York, J. W. Morgan.
Myers Adv. Agency, Rochester, N. Y., T. F. Pevear.
Nolley Adv. Agency, Baltimore, W. R. Green.
O'Keefe, P. F., Boston, P. F. O'Keefe, W. C. Sampson.
Powers, John O., New York, John O. Powers.
Proffitt-Larchar Adv. Corp., Boston-Providence, Edward W. Proffitt.
Remington, E. P., Pittsburgh, Pa., E. P. Remington.
Rennard, John H., Co., Wheeling, W. Va., John H. Rennard.
Richards, Jos. A., & Staff, New York, Jos. A. Richard.
Seaman, Frank (Inc.), New York, F. Huber Hoge.
Sherman & Bryan, New York, Geo. C. Sherman, W. G. Watrus.
Shumway, F. P., Co., Boston, D. J. MacNichol.
Siegfried, The, Co., Boston, H. G. Evans, J. Roy Allen.
Thompson, J. Walter, Co., Boston, Will Rogers Parker, W. G. Resor.
Tracy-Parry Co., Philadelphia, J. Rowe Stewart.
Van Benschoten & Gountryman, Syracuse, N. Y., Ray Van Benschoten, E. G. Gountryman.
Van Cleve Co., New York, Geo. B. Van Cleve.
Volkmann, M., Adv. Agency, New York, Philip Ritter.
Vreeland, E. E., New York, Pres't., E. E. Vreeland.
Wagner-Field Co., New York, Russell A. Field, Wm. H. Henderson.
Walton Adv. & Ptg. Co., Boston, Perry Walton.
Weeden, Walter L., Worcester, Mass., Walter L. Weeden.
Wetherald, Jas. T., Boston, James T. Wetherald.
Wyckoff Adv. Co., Boston, L. J. Brackett.
FOREIGN
Coe, F. E., London, Eng., F. E. Coe.
Kevmer, D. J., & Co., London, L. D. Falk.
Mitchell, C., & Co., Ltd., London, James Strong, Man'g Director.
Spottiswoode, Dixon & Hunting, Ltd., London, J. Proctor Humphries, Managing Director.
Wilson, Fred, London, Fred Wilson.

NEW YORK LEAGUE EXHIBIT

The exhibit of the Advertising Men's League of New York City at the Boston Convention illustrated the principles of good advertising as formulated through its study and research work.

Edward K. Strong, Ph.D., of Columbia University, was in attendance to explain the meaning of the materials exhibited and the need and purpose of enlarging the movement for a more intelligent understanding of the fundamentals of advertising.

This exhibit was offered out of the League's devotion to advertising betterment; its desire to suggest profitable lines of work to its fellow members in the Associated Clubs; its wish to secure co-operation, and its duty to contribute what it could to the interest and success of the Boston convention.

The League, as is known, conducted courses of study and experiment designed to find out the basic principles which may with certainty be applied to the arrangement of advertisements, in order that they may secure attention, be made attractive, easily and quickly comprehended, and from their very appearance expressive of the message they are intended to convey; and also what appeals to the mind and what governs its response.

HOW DALLAS GOT "DISTRIBUTION"

Second only to the way Boston prepared to manage the Convention was the way the Dallas Advertising League prepared to manage the delegates—for "Dallas—1912." Besides the usual committees, there were extra ones detailed to look after headquarters, parade, souvenirs, press and campaign. The campaign committee was subdivided so as to cover every division of the national body. Every section of the country and every delegate thus was provided for. All the details were put down in a booklet, together with much exhortation and practical advice and the delegates were commanded to read, mark, learn and inwardly digest. Nothing, in fact, was left to chance, and so it became almost a natural consequence for "On to Boston" to be succeeded by "Back to Dallas."

THE "PREVENIR" POST-CARD NOW

It was shrewd advertising on the part of the Civic Improvement Committee of Rochester, N. Y., to put its visions on paper and to reproduce them in color on post-cards for popular distribution. Few citizens who see the proposed civic center, the aqueduct, city hall, and boulevard but will share the hopes of the committee and desire to see them realized. The souvenir post-card craze has been one of the most powerful springs of civic pride, but this is one of the earliest conscious uses of it to "sample" an idea.

An advertisement, like a mustard plaster, must be made right and placed right, in order to pull.—"Rusty Mike's Diary," Seattle, Wash.

New Haven's
High-grade
Industries

many of whose products
are world-famous, pay
workmen high wages,
The

New Haven, Ct.
Register

a two-cent evening paper, LEADS
in circulation, advertising, and
prestige.

Largest and Best Circulation!

Largest and Best Advertising!

JULIUS MATHEWS, Representative.

SO FAR, SO GOOD

The first half of 1911 "looks good" to The Chicago Record-Herald, and reasonably so as to its esteemed competitors. Here are the figures of gains and losses in advertising of all the Chicago morning papers as compared with the first six months of 1910:

	Columns
The Record Herald...	Gain 1205
The Tribune	Gain 476
The Examiner	Gain 585
The Inter Ocean.....	Loss 147

These comparisons are made from statements prepared by the Washington Press, an independent audit company.

In other words. The Record-Herald gained in six months 144 columns more than the combined gain of two of its competitors, while the third morning paper lost 147 columns. What is more, advertising in The Record-Herald in June, 1911, exceeded the amount printed in the paper in any previous June in its history, and the gain, 261 columns, over June, 1910, was greater than in any other Chicago morning paper.

**THE
CHICAGO RECORD-HERALD**
Eastern Office:
710 Times Building, New York

To Reach Owners of Fine Homes

Arts & Decoration increases the interest in better and more artistic home-building, decoration and furnishing. One of its readers, buying the magazine for the help and suggestions, is worth a hundred ordinary magazine readers to advertisers of articles relating to the house.

\$120 a page is a moderate rate and every reader is a prospect.

ARTS & DECORATION

A. C. GAYLOR,
Advertising Manager.
16 East 42nd St., New York

Bound Volumes for 1911

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 vols. for year, \$8.

Printers' Ink

CAUTION IN MAKING CONTRACTS

EXPERIENCE SHOWS HOW A THING THAT LOOKS FAVORABLE MAY BE A BOOMERANG—LAWSUIT NECESSARY TO STOP AN "UNTIL FORBIDDEN" CLAUSE CONTRACT WHEN PUBLICATION WISHED TO RAISE THE RATE—"IRON AGE" SOUGHT TO ESTABLISH A LEGAL PRECEDENT, BUT SUIT WAS WITHDRAWN—FROM A CONVENTION ADDRESS

By W. H. Taylor,

Treasurer, David Williams Company,
New York.

I have been asked to take part in a discussion of "Advertising Terms and Contracts." An advertising contract is really a memorandum of a verbal agreement, and it seems to me that it makes little difference what form this memorandum should take. The firm that I represent is glad to get contracts in any old way. We will take them by telephone, telegraph, or by word of mouth.

There are four subjects that I wish to bring to your attention that have to do with contracts:

1. Should a contract contain a statement of circulation?
2. Should that circulation be classified?
3. Should a contract contain a statement from what territory the circulation is obtained?
4. Should a contract contain the words "until forbidden"?

For years I have noticed a growing tendency on the part of advertisers to demand a statement of circulation. In the early days this declaration was fought by publishers, but during recent years, I believe all reputable publishers are willing to give an advertiser the exact facts in regard to number of copies printed. The question we shall face in the future is: Shall this statement be written into the contract, and if it is what answer will you make to an advertiser who demands a statement from you classifying your subscribers as to the kind of business they are engaged in?

To give you a concrete example we have had this demand made from advertisers not only in *Iron Age Hardware*, but in

The Iron Age as well. We are frequently requested to state how many retail hardware merchants, how many hardware jobbers, and how many manufacturers subscribe to *Iron Age Hardware*. This required a close scrutiny of every name on our list. We can now give a correct answer to each question. What answer shall we make if an advertiser requests us to write this into the contract, and if it is written into the contract what will the advertiser say if he finds out on account of hard business we have been unable to maintain that circulation? Will he expect us to give a proportionate reduction in price?

We have had requests from advertisers asking us to state in what part of the country our publications circulate. I have always considered this a reasonable request on the ground that an advertiser must know the territory covered by certain publications so as to determine whether or not his advertising is directed equally well in all parts of the country. What answer will you make if you are requested to write this information into the contract?

By careful inquiry I have discovered that a great many publishers have printed in their advertising blanks the words "until forbidden," usually expressed for one time, or ten times, or one year and "until forbidden." The reason for this clause is obvious to every publisher. I recommend, for the following reason, that if you use this term at all that it be written as follows: "Until forbidden by either party."

Previous to a year and a half ago there were a number of different rates prevailing among advertisers in *The Iron Age*. We decided to bring all old-rate advertisers up to the current rate—about eight hundred in all. We met with little or no trouble until we attempted to raise the Humphreys Manufacturing Company, of Mansfield, O., from a low rate to a higher rate. They were carrying a quarter-page in *The Iron Age* which had been contracted for about fifteen years previously. We used every means to get their

WORCESTER, MASS.,

A New England City of Power in its Commonwealth!

A New England Paper of Power in its Community! The

Worcester Gazette

is Known to stand for the City's best interests.

Respected by and holding the full Confidence of Worcester's people.

All Classes read it—and BELIEVE IN IT.

Largest Evening Circulation of any paper in Mass. outside of Boston.

JULIUS MATHEWS, Representative.

Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

Almanacs

Booklets

Catalogs

Circulars

IN

Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

Inquire about our Distribution and Sampling Service

consent to continue using the regular amount of space at the new rate. Failing to get their consent, we dropped their advertisement from *The Iron Age*. We were immediately notified by their attorney that unless we continued to print their advertisement just as we had in the past they would bring suit to compel us to do so, at the rate they had formerly enjoyed. A careful reading of their contract disclosed that they agreed to take space in *The Iron Age* for one year and thereafter "until forbidden." They took the ground that we had entered into a contract with them to print a quarter-page advertisement every issue in *The Iron Age* as long as they cared to furnish us copy, and as long as they continued to pay their bills promptly.

We conducted the correspondence in a very quiet, dignified way. On our refusing to publish their advertisement, copy for which they had furnished us, they brought suit in one of the courts in New York City to compel us to fulfill the terms of the contract. After giving the case careful consideration I instructed our attorney to enter and argue a demurrer. When you argue a demurrer you take for granted for argument's sake that the plaintiff's claim is absolutely true; even when the complainant has no case.

Our attorney made careful search for precedents to guide him. He discovered as did also the attorney for the plaintiff that a similar case had never been tried, and that new law would have to be made. Our attorney argued the case and it was ably defended by the attorney for the plaintiff. The judge ruled that as there was no precedent by which he could be guided the case should be tried and have the matter definitely settled.

The date was set for trying the case some sixty days later. Our attorney went ahead and prepared himself to defend the case. We heard nothing from the plaintiff until within about two weeks of the date of trial, when I received a letter from the Humphreys Manufacturing Company saying

that if we would pay all costs they would withdraw the case.

After careful consideration, I decided to write to them that on account of the case being an original one, and not wishing even to admit in a slight way that they might be right, we could not consent to pay the costs; that we would rather go ahead and have the case settled once and for all, and have a precedent written upon our statute books for future reference.

We heard nothing more from this case until the day before the date of trial, when I telegraphed the plaintiff that the case would be up the following day and that we were ready to defend it, and that if they wished to withdraw they would have to do it immediately, paying all costs. I received a telegram in reply saying that they would pay all costs and withdraw the case, which leaves the matter practically as it was before, without having settled anything. The way to prevent a suit of this kind being brought against your concern is to have your contracts written "until forbidden by either party."

The firm which I represent has never given a cash discount for prompt pay. Our bills are absolutely net. Although we have never allowed any cash discount, our losses from all accounts during the last ten years will not average one per cent.

WELCOMED TO CLAMBAKE

When the Boston convention delegates went down to Revere Beach on the evening of August 3 to enjoy the clam bake and fireworks provided by the Pilgrim Publicity Association for their entertainment, they were supplied at the Beach with special copies of the *Revere Journal*, got out in honor of the delegates and containing on its first page a welcome to them and on its other three pages halftone pictures of the Beach and the principal buildings of the town.

FAIRFIELD WITH WALTON

William R. Fairfield, formerly business manager of Hearst's *Boston American*, later advertising manager for Munsey's magazines, and recently publisher of Mr. Munsey's *Philadelphia Evening Times*, has associated himself with the Walton Advertising & Printing Company, of Boston.

The Emergency

IN a certain office only one man used the Edison Business Phonograph for dictation. A certain member of the staff was doing jury duty and did not arrive at the office until 5.35 P. M. His day's mail was unanswered. All the stenographers had left at 5.30. Tearing his hair he rushed into the adjoining room—the office of the Phonograph convert: "Say Dick, I've got to go to court again tomorrow. This mail's got to be answered and there isn't a girl around the place. Take care of it for me, when the stenographers come down in the morning, will you? Tell Long so-and-so and so-and-so and write a letter to Green and tell him I won't be back till—

"Wait a minute," said the other. "How do you expect me to remember all that? You tell it to The Edison Business Phonograph."

"All right! How does she work?" A few simple instructions were given. He dictated until 9.30, filled five or six cylinders and his mail went out on schedule time next morning. He immediately ordered a machine for his own office and today he's an enthusiastic devotee of

The Edison Business Phonograph

Emergencies in business offices are not rare. You're likely to get yours any day. You ought to have the Edison Business Phonograph right there in your office to meet it head on. It may take an emergency to convert you to the advantages of The Edison Business



Phonograph—but after that you'll never go back to the old stenographic system. The Edison dealer near you will demonstrate the Edison Business Phonograph to you on your own work in your own office. Phone or write him today. Or write to us for full particulars.

THOMAS A. EDISON, Inc.

211 LAKESIDE AVENUE

ORANGE, N. J.

WHEN ADVERTISING IS AN INVESTMENT

CAREFUL ANALYSIS SHOWS THAT STATUS OF EXPENDITURE IS FIXED BY PURPOSE FOR WHICH AND CONDITIONS UNDER WHICH IT IS MADE—DEMAND FOR ADEQUATE ADVERTISING OF THE FINANCIAL AFFAIRS OF CORPORATIONS—FROM ADDRESS BEFORE DEPARTMENT OF GENERAL AGENTS, A. A. C. A., BOSTON

By Elijah W. Sells, C.P.A., M.A.
Of Haskins & Sells, Certified Public Accountants, New York.

Advertising has many of the characteristics of ordinary commodities of trade; it may be bought and sold and has a certain definite value aside from that of the material and physical labor of which it is composed and, according to its application, as is the case with any other commodity, may, with propriety, be carried as an investment in the balance sheet of a going concern.

It differs, however, from other commodities in that the benefits to be derived are limited to the advertiser, and cannot be dissociated from the particular thing or business advertised and as such disposed of to another, in which respect it is identical with good will.

And just as opinions and policies differ as to the extent to which good will, patents, and kindred things should be regarded as an investment, they differ as to advertising.

But if it can be shown that a going concern has something of real value in its good name and good will, something that could be realized upon in any disposition of its business and upon which as an investment it is receiving satisfactory returns, there should be no objection to treating it as an investment and the same argument holds true of advertising which for the purpose of this illustration is a component of good will.

A person, firm, or company, at the outset of an undertaking which has something to dispose of not previously known to the public, or for which superior merit

may be claimed, should undertake to provide sufficient capital not only for plant and working materials, but for advertising, in order to adequately bring to the attention of the public the merits of that which is to be disposed of.

In such a case, the amount so provided and spent might with all propriety be considered as an investment and carried as such in the balance sheet, and in any disposition of the business would have a good will value depending upon the returns of the business.

On the other hand an old and established business, such, for instance, as a mutual assurance association, would not be justified in, or have any reason for, carrying as an investment the expenditures which it might make for advertising, for, as such, it is not an asset which could be realized and distributed; it has no place as good will value to the association whose business could not be sold; it is not a thing for which new capital could be raised, and so it would not be practical to consider it as an investment.

Generally speaking, such advertising as may be done for the purpose of bringing some new business or branch of business, some new or improved article or articles to the attention of the public, which has a direct effect in creating or measurably increasing the good will of a business undertaking, may be considered as an investment in that there has been an appreciable increase in the amount of capital employed; such advertising as may be done to maintain a normal distribution, or to keep the name and nature of a business before the public or for the purpose of calling attention to special temporary prices of articles, while having some effect upon the good will of the business, should not require further capital and should be provided for out of its current operations, in other words, should be considered as an expense.

Recognizing, as any one must, who sees the daily papers and the current magazines and kindred

d under-
nt capital
working
tising, in
g to the
he merits
disposed

mount so
t with all
as an in-
such in
any dis-
s would
depending
business.
old and
, for in-
ance as-
justified
or, car-
the ex-
at make
ch, it is
be real-
has no
to the
s could
a thing
ould be
not be
an in-

adver-
he pur-
w busi-
, some
r arti-
public,
ect in
easing
under-
as an
s been
n the
; such
ne to
ution,
ature
public
g at-
prices
ne ef-
f the
fur-
pro-
oper-
ld be

must,
l the
dred

publications, the strides that have been made in the science of advertising in latter years, and the success of the advertising people in putting their matter in such form and through such mediums as to reach the greatest number of their possible consumers, and recognizing also the infinite and increasing variety of the things which apparently it is advantageous to advertise, I venture to suggest a new field of advertising, with a firm conviction that it will arrest your attention.

It is, I believe, a field which has not been entered by you in a systematic and scientific manner—I mean the proper and adequate advertising of the *financial affairs of our corporations* in which the public is interested, either directly as shareholder or indirectly through their influence upon general business conditions.

However meritorious advertising of the character you are accustomed to may be, advertising the financial affairs of corporations is of far greater public importance, especially at this time when there is so much unjust agitation against corporate affairs; and you, gentlemen of the advertising profession, have a public duty in this connection that you can and should perform, the effects of which should be far reaching and of inestimable public benefit.

In my experience as a public accountant, I have had to do with the financial affairs not only of practically all kinds of corporations, but with those of the Government, states, and municipalities, and have come in more or less intimate contact with many of the various officers and managers of all of them; and it is based upon this experience that I have formed my judgment that the managements of our corporations are generally honest and, as compared with those of public affairs, more economical and efficient; that there is far more dishonesty among politicians and officeholders than among our corporation managers.

I also base upon this experience my opinion that full publicity



Four Hundred Million Dollars Is a Lot of Money

We think so much of our boys and girls that we spend \$350,000,000 a year for public schools and \$50,000,000 a year for private schools. During these school years, fifty thousand boys—between the ages of 11 and 18—90 per cent of whom have not yet decided in favor of any particular brand of goods, can be effectively reached through the advertising columns of THE BOYS' MAGAZINE. Can you afford to lose this opportunity of securing the initial impression?

Can you not realize the distinct advantage such a start gives you over your competitors? Do you not also see the double effectiveness in reaching the future consumer as well as the present one?

Let us talk this proposition over with you.

The Boys' Magazine

SMETHPORT, PA.

GEO. J. CHASE, *Adv. Mgr.*
(Madison Ave., N. Y.)

The K. HOYT STONE CO.,
30 N. Dearborn St.,
Chicago.

of the affairs of corporations would be beneficial not only to the public, but to the corporations themselves, as the actions and investigations brought about by the public uneasiness would be largely forestalled thereby.

But to obtain these results, full publicity will be necessary and the public will have to be satisfied that the figures contained in the publications are accurate. Certificates of reputable public accountants to be made a part of such publications will undoubtedly have an influence in attaining this end.

In order that an advertising man may intelligently canvass this class of business, he should be able not only to impress the managements with the desirability of such publicity, but he should have some knowledge of the form and the amount of detail which his public will require, and with anything less than which it will not be satisfied.

In view of the general agitation for laws to restrict or control the business of corporations and of the continual investigations which are being made, I believe the managements of corporations will accept the counter effect of publicity. This refers to corporations whose securities are quoted and dealt in and in whose affairs the public is concerned.

The proposition divides itself into two essential elements:

First: That dealing with capitalization which embraces all the fixed, liquid, floating, and current assets on the one hand and liabilities, both funded and current, on the other. In the preparation of this information, nothing should be hidden and all essential details given.

Second: That dealing with the operations which relate to earnings or sales. Beginning with the total amount of such earnings or sales fully classified, there should be shown successively the allowances thereon, the direct costs, consisting of labor, material, and incidental expenses, the general expenses, the fixed charges for taxes, interest, sinking funds, and finally the balance, if any available, and its application for ex-

tensions of the business, betterments, dividends, etc., and the remainder to be carried to the reserve, surplus, and profit-and-loss accounts.

These details need not, and indeed should not, disclose what are generally regarded as trade secrets—I mean by this, certain processes and trade affairs which from their nature should be kept secret and not disclosed to competitors and others.

There should be uniformity of publicity for businesses of a like character.

It is my opinion that the present-day inertia of business is due more to the unwarranted agitation of the politicians against corporations than to any other one cause. If the affairs of all corporations were generally made known, the voting masses would not be misled by the unscrupulous attacks of politicians who use any and all means to attract votes.

The daily press, magazines, and kindred publications are the natural mediums through which the knowledge of corporate affairs should reach the public. The cost to the corporations of this publicity would be *more than offset* by the reduction in the *expense of lobbying, defense against unjust legislation and blackmailing legislators*; and moreover a considerable part of the cost of such publicity could very properly be charged as an *investment* while the cost of lobbying, defense against unjust legislation, and meeting the demands of blackmailing legislators must without question all be charged to *expense*.

It could not be said that all corporations are free from censure, but publicity would act as a restraint upon these and would put in a fair light before the public those institutions which are entitled to the credit for the great commercial development of this country.

Many corporations issue printed annual reports, and some of them are published in the daily papers in abbreviated form. All corporations should issue full reports to their stockholders and should publish them generally for the en-

Millions Utterly Wasted In Wrong Advertising—

A number of advertising campaigns of tremendous proportions—campaigns that you've personally commented upon; said they were clever, perhaps—were colossal failures! WHY?

Wrong methods! In a powerful series of advertising articles, L. W. Rinear—the advertising manager of the White Motor Car Company, Cleveland, Ohio—lays bare the reasons for these failures that cost millions.

In the first article of the series in JUDICIOUS ADVERTISING, Mr. Rinear states that "Advertising is as much a science as the practice of medicine." His initial document is

"The Charted Business Sea" In August Judicious Advertising—Just Out

These remarkable articles will pay you more profit, through their good effect upon your business—upon your advertising—than any book you can read. They will **chart** your business sea. They mark the recognition of advertising as an **actual science**—an important point.

In addition to this potent article in August JUDICIOUS ADVERTISING there are about thirty other authoritative documents on success—in selling, merchandising and advertising plans and methods.

Judicious Advertising

*The Magazine That Makes Advertising
an Applied Science*

JUDICIOUS ADVERTISING, the advertising publication of broadest scope, is published monthly. You get 12 great 200-page volumes for a dollar. Note the priceless business plans and successful methods echoed in these titles of articles in August JUDICIOUS ADVERTISING—just out.

You have lost vital information if you miss a single article of the series written by Mr. Rinear. August JUDICIOUS ADVERTISING is out. You can read "The Charted Business Sea," day after tomorrow—if you'll mail the coupon, pinned to a dollar bill today, to

Circulation Department
JUDICIOUS ADVERTISING
Room 1400, 132 N. Wabash Ave.
Chicago, Ill.

**Mail the Coupon
Tonight**



Tear Out and Mail the Coupon Tonight

The coupon below is for your convenience. By pinning a dollar to it and mailing it immediately—when you finish reading this announcement—you will receive, all charges prepaid, the famous advertising book, "Form-in-Copy," which is our gift with your subscription to a year's big numbers of JUDICIOUS ADVERTISING. If the August number alone is not worth the dollar to you, we will cheerfully refund it. Mail the coupon tonight.

JUDICIOUS ADVERTISING

Room 1400, 132 N. Wabash Ave.
Chicago, Ill.

Enclosed find \$1 in payment for a year's subscription to JUDICIOUS ADVERTISING, starting August, in which number the first Rinear article appears. Also send me, gratis, the famous "Form-in-Copy" book.

Name

Address

(7)

Have You Noticed

the table on page 107 of this issue of *Printers' Ink* showing the volume of advertising carried in August issues.

PICTORIAL REVIEW

ranks third among the large size *Monthly Woman's Publications*—preceded only by the *Ladies' Home Journal* and *Woman's Home Companion*.

Do You Know

that *PICTORIAL REVIEW* has shown greater gains in advertising volume—for the first eight months of 1911—than any other woman's publication.

Advertisers Realize

that *PICTORIAL REVIEW* is one of the big and essential factors in the woman's publication field.

That it reaches over 625,000 homes each month and that no campaign can possibly cover this field unless *PICTORIAL REVIEW* is included in the list.

Do You Also Realize These Facts?

Forms for Nov. issue
close Sept. 8th

PAUL BLOCK, Inc.

New York

Chicago

lightenment of the investing and voting public.

When you shall have organized a systematic campaign for this class of advertising, it will be your particular province to determine the character of the publications that these financial affairs should appear in, but I venture to suggest that, if in addition to reaching the investing public through the conservative press, they are also placed in the popular newspapers, and periodicals with the large circulations, they would be such plain contradictions of many of their articles attacking corporate affairs that they would have a salient influence in a fertile field, the voting public.

TWO WAYS OF SOLICITING

ROCHESTER, N. Y., July 28, 1911.

Editor of *PRINTERS' INK*:

I have been reading some of the opinions expressed by advertisers on how they buy space, how they prefer to have solicitations made, etc. I am writing because this morning I received two letters from different newspapers asking for business. One man in soliciting for his paper talks about his paper alone, tells about the city in which the paper is published, what its circulation is, where it is, how the circulation was obtained, and the price obtained for the paper. He concludes by saying, "I earnestly urge you to favor me with your business this fall. I will greatly appreciate it, and do my utmost to make it pay you."

I genuinely regret that our policy does not permit our using this man's medium, because such a man should receive such a reward for the straightforward manner in which he puts up his proposition.

The other letter started in with a tirade against the standard magazines and weeklies. It also takes a swipe at two competing newspapers in the same city. The letter concludes with the statement that their circulation is so many thousand and the postscript informs me that our firm is wasting money every day because we are not advertising in the publication in question.

I do not think it would be hard for you to imagine the different effect the two letters have on an advertiser.

H. C. GOODWIN.

That farmers go into advertising to boost their farm receipts has been advocated by the Muscatine, Iowa, *Journal*.

The *Arkansas Democrat*, Little Rock, Ark., has been elected to membership in the American Newspaper Publishers' Association.

"Supreme In Its Class"

The Globe

AND *Commercial Advertiser*. 1872.
NEW YORK'S LARGEST NEWSPAPER.

**Largest High Class Evening
Circulation in New York City**

The Globe is the only daily newspaper in New York City that has submitted to audits by THE ASSOCIATION OF AMERICAN ADVERTISERS and N. W. AYER & SON, of Philadelphia.

The result of these examinations will be announced later and will be furnished to any advertiser or agent desiring them.

Advertising space in *The Globe* represents a definite value both regarding quality and quantity.

The only New York paper to which you can apply the yardstick.

ADVERTISER THE PATRON OF LITERATURE

TIMES HAVE CHANGED SINCE THE DAYS WHEN HARPER'S CONSIDERED IT BENEATH THEIR DIGNITY TO SELL THE BACK PAGE TO THE HOWE SEWING MACHINE—NOW ADVERTISING SUPPORTS LITERATURE AND MAKES MODERN LITERATURE POSSIBLE AND PROFITABLE—WHAT GOES TO MAKE UP PRESTIGE FOR A NEWSPAPER—ADDRESS BEFORE NEWSPAPER SECTION OF A. A. C. A. CONVENTION

By Will Irwin.

I am in the presence of my patrons. The literary man, whether poet, romancer, or just journalist, like me, has always existed by favor and guidance of some patron. First, it was a lord or noble or king, who kept the poet, as he kept a rare vase, to brush up and bring out when there was company. That passed; with the perfecting of the printing art and the spread of literacy, the public became his patron; and men talked of the new freedom of letters. And now, within the span of life of the youngest here, all that has changed. The advertiser has become our patron. He is the Mæcenæ of the literary art in these days.

I assume before you, therefore, the attitude of mind in which Chaucer went to court. Would that I could assume the mind also! You are the fountain head of our prosperities. Where once the author dwelt in Grub street and plugged the holes in the window pane with his rejected MSS., he may in these days enjoy by your favor the income of a successful physician or civil engineer.

I stumbled upon two incidents a few weeks ago which marked the contrast. I found a "ready letter writer" of the fifties, written by someone who evidently had some experience with the periodicals of the time. In the back pages the author had inserted a chapter entitled, "How to Submit Manuscript for Publication." He advised the writer not to expect pay for his contribution.

"Few," he said, "can hope to attain that, and none can hope to live by their communications to the periodical press."

In the same week I had a frank talk with a literary agent concerning his business. He mentioned at least ten magazine writers of whom I knew the names alone, so little ripple had they made in the current of American literature, who were receiving five thousand dollars a year or more from their writing.

In the fifties and sixties, when that ready letter writer was written, *Harper's Magazine* was refusing an offer from the Howe Sewing Machine to buy the back page for advertising purposes, deeming such a course unworthy an intellectual publication. In 1911, when my friend the literary agent made his confession, *Harper's Magazine*, with all the rest, was exploiting every class of honestly made and honestly advertised commodity from men's garters to automobiles.

You have revolutionized, if not the art of literature, at least its business; and if we who write are not producing a real American literature, it is our own fault, not yours.

Now this business of combining the plea of the salesman with the interest or appeal of the general writer is young, a new factor in business as in literature. I have said that the advertising in the periodicals is younger than the youngest among us. It is well also to remember that the advertising business in the newspapers is less than three-quarters of a century old, and that as a real factor in publication it hardly antedates the Civil War.

As a matter of fact, the New York *Herald* of James Gordon Bennett the elder was the first newspaper to recognize that the greater part of its direct revenue must come in future from advertisers, not readers.

Behold now, what the times have wrought! A national convention of advertisers, representing hundreds of millions of dollars in annual outlay; a gathering of men, in this new department of commercial endeavor, who

boast with truth that their craft is the pivot of wholesale and retail business in the United States.

When a thing grows as fast as that, it always grows toward size rather than perfection. When men are busy breaking ground, building up new things, they have not the time to smooth off the corners, to polish the fine points. In every one of the world-forces which have had a sudden upshoot, like democracy, for example, we may trace two distinct early periods. In the first, the thing expands—it matters not just how, so long as it expands. In the second, those most concerned in that expansion face the necessity of regulating the new force; of reducing it to law and to ethics.

The business of periodical publication and its twin business of advertising, so new, so suddenly powerful, are at the end of the first stage and the beginning of the second. And, curiously, the older division of our business—the daily newspaper—is a little behind the younger division—the monthly and weekly periodical. I am here to-day then, as a half-outsider, to tell you about what I think we must do with our business in the immediate future.

It is a mistake to suppose that the public does not understand or appreciate this free search. During two years in which I have done nothing but investigate newspapers, I have found that the people do in the end know the free statement of what the editor believes to be truth. The established newspapers which have been sold under the hammer—they died, usually, because they ceased to try to tell the truth; because they lied either positively or negatively. The newspapers which have become great, established properties, are almost invariably the newspapers also that have been sincere in season and out.

When in the course of accumulated experience, publishers come really to understand the psychology of their craft, they will guard the reputation of their newspapers for free, independent truth-telling as jealously as any woman



Looking at a collection of old firearms the other day, a prominent magazine advertiser picked up a rusty affair that looked like a cross between a horse pistol and the noisy end of a slide trombone.

Answering his inquiring look, the attendant laconically remarked "blunderbuss."

Turning to his companion, a newspaper man, he said: "Fire-arms have been greatly developed and improved, haven't they, since that old boy was fashionable?" "Yes," sadly replied the newspaper man, "much faster than some folks' advertising methods." "Elucidate," said he.

"Glad to oblige," said N. M. "You are a leader and fore-runner, a guide to studious and struggling youth and to the inexperienced in advertising lines, and even you are still, figuratively speaking, in the blunderbuss class."

"Your instrument may have a stock of beautiful woods, pearl inlaid. Its business end may be golden, burnished and bright, to the sight, a thing of beauty and joy forever, but for your purpose, it's a blunderbuss just the same. "It's inaccurate of aim, uncertain of range and scatters shot promiscuously. It is quite as dangerous from one end as the other and frequently kicks over the operator while making only a lot of holes in the atmosphere."

He listened, smiled and then remarked, "And the modern, up-to-date instrument is the newspaper, accurate of aim, long and searching of range, economical in operation and already located in every desirable field, ready at my hand for almost instant use."

"Correct," answered N. M., "go forth and practice."

We represent newspapers in a score of prominent cities. It is our business to supply you with every gatherable bit of useful information regarding those newspapers, the people they reach and the fields in which they circulate.

We are at your service, any time, any where.

THE JOHN BUDD COMPANY
Newspaper Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

ever guarded her reputation for virtue. That is the very kernel of the good-will which is three-quarters of a newspaper's capital.

Now there is an obvious reason and a more subtle and hidden reason for this direct ratio between honesty and worldly prosperity in the newspaper business. Obviously, the newspaper with a reputation for honesty will get in the end the great and stable circulation which is of value to itself and to its advertisers.

Yet what of a phenomenon like this? In one city which I could name—and a like situation exists in many other cities—are two newspapers of about equal circulation among the same class of people. The "Bazoo," as I shall call one, is an honest newspaper all the way through; and the people know it. The "Clarion," as I shall call the other, is tainted. It barter its columns, not for money direct—for that is rare in American journalism—but for personal influence and for the outside interests of its proprietor.

Now every advertising agent in that city knows that the honest "Bazoo" is a better advertising medium than the tainted "Clarion." On every possible basis of comparison, it gives greater returns. And the "Bazoo" sells its advertising straight across the counter, while the "Clarion" has to resort to devices with which you are all familiar.

What is the answer? I think you know. It is a matter of psychology. The people perceive, as the people always come to perceive, that the "Clarion" is not trying to tell all the truth all the time. They take it for its cleverness and its features, and to see what it is going to do next.

The average reader, I suppose, peruses the news columns first and the advertisements afterward—thereby proving, some of you will say, the low literary tastes of the populace. He reads the honest "Bazoo" with a feeling of confidence. That feeling is still in his mind when he turns to the advertising columns. He reads the news in the "Clarion" with an uneasy feeling of distrust. He is not in the believing mood, there-

fore, when he reads in the next column that Brown's milk is the best or that Jones is selling at a sacrifice. The ultimate interest of your craft lies in making *sounder media* of the newspapers.

Now as a matter of fact, one of the evils which have encrusted our newspapers in this period of sudden and uncontrolled expansion has been a kind of watering of the milk of truth in response to what certain short-sighted publishers and advertisers consider their immediate interests. Correspondingly, there has been a great loss of public confidence. That feeling, and its constant and uneasy expression in every corner of the country, was what led a periodical to start me on an investigation of newspaper conditions. Of late, we have had more definite proof.

Collier's offered last winter fifty-six prizes in American cities for letters from readers about their newspapers. Perhaps three thousand of the replies were intelligent enough to merit consideration. And among these, the great majority were skeptical of what they saw in the newspapers. "I believe it, with a grain of salt"—this sentiment, varying a little in expression, occurred in hundreds of these letters.

Nor were these people entirely indiscriminating. For example: nearly every one in the newspaper business believes in the sincerity of the *Kansas City Star*; and there was hardly a letter from *Kansas City* which failed to praise Colonel William R. Nelson or to express implicit faith in his newspaper.

Again, from a certain city where the press is so blown about by influences that none of its newspapers is wholly honest, came hardly one favorable letter.

Gentlemen, Lincoln is vindicated in this, and more. It would seem that you cannot even fool half the people half the time.

All professions, and all definite branches of industry, establish in time a code of ethics. You have already a hazy code, growing constantly more definite. Incorporate in it this article: "Thou shalt not monkey with the edito-



BOSTON OFFICES OF "PRINTERS' INK" DECORATED FOR THE CONVENTION, NO. 2 BEACON STREET

rial columns." It is a major object in any code of professional ethics that no member shall do for his own advantage an act which tends to work harm to the profession.

Most of you will agree that the periodical business considered in its advertising aspect, is in sounder condition than the newspaper business. That was not true in the beginning. Twelve years ago, they were as one. Then the periodicals "cleaned up." And that, as you all know, was the beginning of their prosperities.

And notice this: the clean-up did not come from the editors at all—they had nothing to do with it—nor even wholly from the advertising managers of magazines. The makers of this policy were the advertising managers, plus some of the great national advertising agencies. Together, they divorced reading and advertising columns, barred out doubtful and swindling advertisements, established honest circulation guarantees and stable rates. Their prosperity in the decade which followed is a light guidance to the best newspapers.

Already this work is begun; I can see the improvement in the short two years during which I have been making an intimate study of newspapers.

DAVID B. GIBSON JOINS FARM PAPERS

David B. Gibson of Cincinnati, who has been sales and advertising manager of the Julian & Kokenge Company, and who was formerly with Armledger Wagon Company and the Haydock Carriage Company, of Cincinnati, will become advertising manager of the *Ohio Farmer*, of Cleveland, and the *Michigan Farmer*, of Detroit. Mr. Gibson has attained considerable distinction for his addresses before conventions of dealers and manufacturers on the problem of distribution, of which subject he is a close student. He has also served as president of the Advertisers' Club of Cincinnati, being especially active in promoting the educational feature. He will assume his new duties September first.

HELPING HIM SEE

One swallow doesn't make a summer, nor will one feeble inquiry for your goods arouse these dealers to "night-letter" activity. But, once show them that their trade actually wants your goods, the orders and re-orders will take care of themselves.—Francis J. Wurzburg, *The Style Books*.

GUDE'S TOAST TO ENGLISH VISITORS

The following toast to the English visitors, "*The Entwined Flags*," was proposed by O. J. Gude, of New York, at the banquet of the Associated Advertising Clubs of America, at Symphony hall, Boston, August 4, 1911:

"Here's to Britain's flag and Uncle Sam's, Stars and Stripes and Union Jack, folded and enfolded, wrapped and entwined, caressing each other in joyous intermingling.

"Each flag the pulsating expression of the loftiest ideals and noblest patriotism of the individual, summoning from the soul's depths all that is best, purest, and most holy.

"Here's to their everlasting intermingling, and may similar aspirations—by the millions of England and of America—the recognition of common kinship—carry a thought to the great Beyond that will bring benediction on this sentiment from above.

"And, in the name of reciprocity—the commercial handclasp of nations—we all here voice earnest hope that no interest or any combination of interests shall, at this time or in any time, these Stars and Stripes and Union Jack untwine."

RECOMMENDING A GOOD THING

There is running in *PRINTERS' INK*, that admirable journal for advertisers, a series of articles on the manner in which the National Cash Register Company gets 100 per cent efficiency out of its men. It is to be hoped that this series of articles will be published in book form, and if it were possible, these articles would be reproduced in this magazine for the benefit of the piano dealers of this country.

Every piano dealer in this country should secure these editions of *PRINTERS' INK* and read this series of articles that is now running. No man who spends \$100 a year in publicity can afford to be without *PRINTERS' INK*, for if a piano man is spending \$100 a year without *PRINTERS' INK*, he is getting little for his \$100. If he will read *PRINTERS' INK* each week and apply what he learns through this reading to his own publicity, he will be getting \$200 or \$300 out of his \$100, instead of nothing. That is what *PRINTERS' INK* is worth to any man that advertises.—*Piano Quality*.

NEWSPAPERS TO DROP PREMIUMS

The publishers of the principal newspapers in Chicago are reported to have made a "gentlemen's agreement" to drop premium-giving, popularity contests and the like and put their money into the business.

The only delegate from South Dakota to the Boston convention was Edward J. Mannix, editor of the *Sioux Falls Commercial News*. It was the first time he had ever been in Boston, although his father was born there.

How Boy's Letters Pulled \$400,000 in One Year



SHERWIN CODY, 1428 Security Building, Chicago

LET me send you FREE booklet containing stories "How Boy's Letters Pulled \$400,000 in One Year" and "How Girl Stenographer Learned to Manage \$100,000-a-year Business" with full information about my Courses for Office Workers on Sales Letter Writing, Office Salesmanship, Advertising, How to Systematize an Office, etc.

Lincoln Freie Presse

German Weekly
LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 141,048
RATE 35 CENTS

"DIXIE" IN FANEUIL HALL

The Atlantic delegation arrived in Boston too late to march into the old antebellum abolition, "Cradle of Liberty," Faneuil hall, singing "Dixie," but they made up for it in part by marching into the convention session at Ford hall later in the day. And, anyway, Faneuil hall heard the strains of "Dixie" if she had not heard it before, because the Boston band played it from the gallery, in honor of the Southern delegates, and all Texas let out one long yell that interrupted the tempo for a minute. Then all, North and South, together joined in the song. If Georgia had sent those watermelons North in the 'fifties, history might have been changed—who knows?

He who is always willing to cut the price of his product is perchance just as willing to cut the quality to equalize the price.—*"The Business Builder," Brown & Bigelow, St. Paul, Minn.*

Broad-Gauged Advertising Manager

Ability, energy and sound judgment, combined with broad experience and practical knowledge of all forms of advertising and merchandising—this is the equipment I offer some firm needing a thoroughly capable Advertising Manager.

What I Have Done

For two years (after graduating from college) I sold goods by word of mouth before attempting to sell them by the printed word. Then, I entered the sales end of the publishing business, originating business getting ideas, directing agents, writing copy, buying printing, managing the office force. At one time I had 200 people under me.

Next, I became Advertising Manager of a big mail-order concern spending over \$100,000 yearly in publicity. There I remained over two years, resigning to accept my present position as Manager of the Copy and Plan Department of a Western agency, where I have been very successful. I am still under 31 years.

What I Can Do

I can plan and conduct a complete advertising campaign that is correct and effective from a selling standpoint. Although I produce copy that is virile, sincere and convincing, I am not a mere "copy writer"—I am a keen analyst of merchandising conditions. My knowledge of successful methods for dealer-promotion and co-operation with salesmen is complete and thorough. I understand the buying of printing, selection of media, value of space, sales correspondence, catalogue and house organ work.

I believe that every large advertiser, no matter what its agency service may be, needs an advertising manager constantly "on the job." My preference is to concentrate on one proposition. That's why I want to leave agency work.

Convincing proof of these statements will be gladly given any firm which may need (either now or later) an Advertising Manager of demonstrated ability. The salary expected is not necessarily big, but a reasonable amount such as a man of my experience is worth.

Address "Y. F. A.," care Printers' Ink,

AGENTS TACKLE TRADE PAPER PROBLEM

ACRIMONIOUS DISCUSSION AT OPENING SESSION OF GENERAL ADVERTISING AGENTS — THAT SOME LEADING TRADE PAPERS DO NOT ALLOW COMMISSIONS TO AGENTS PROVES TO BE SORE SPOT

Fred T. Frazer of the *Haberdasher* threw a bombshell into the opening session of the general advertising agents at the A. C. A. convention by trying to explain why many trade papers refuse to allow the agent's commission. His topic was "The Cooperation Between Advertising Agents and Trade Papers," but his exposition of the theme tended anywhere except toward "co-operation," and provoked some lively responses from several of the 75 advertising agents present at the session.

Frank Presbrey presided and D. J. MacNichol of the Franklin P. Shumway agency was made temporary secretary. This was probably the most largely attended meeting of agents ever held in the history of advertising, although some of the larger agencies, East as well as West, were conspicuous by failing to have any representative.

Mr. Frazer gave three reasons why trade papers would not grant commissions: First, that even some of the leading agents had been caught splitting commissions, justifying it on the ground that they could do with their own as they liked. Second, he claimed that the trade papers did not receive value to the amount of the commissions, and, third, that the agents did not create new accounts for trade papers but threw the weight of their influence toward the consumer magazines. He said that his paper had turned over half a million in contracts to agents, or, as he expressed it, "into chosen channels." If agents wanted recognition, it would involve an entirely new attitude on their part toward trade papers.

George A. Shives of the Blaine-Thompson agency retaliated that

the trade papers made things difficult and expensive for the agents by not having standardized their sizes. Mr. Erickson of the A. W. Erickson agency thought the principal trouble with trade papers was that they took themselves too seriously and were "only a very small toad in the puddle."

M. P. Gould of the New York agency bearing his name thought direct circularization had trade paper advertising beaten a mile and that the best thing to do about trade papers was to forget them and not bother about commissions. He didn't explain whether he believed direct circularization was also better to reach the consumer than the use of magazines and newspapers.

After some more discussion which is probably just as well unprinted, Mr. Johns of the George Batten Company poured oil on the troubled waters by moving a vote of thanks to Mr. Frazer for having provoked so lively a debate.

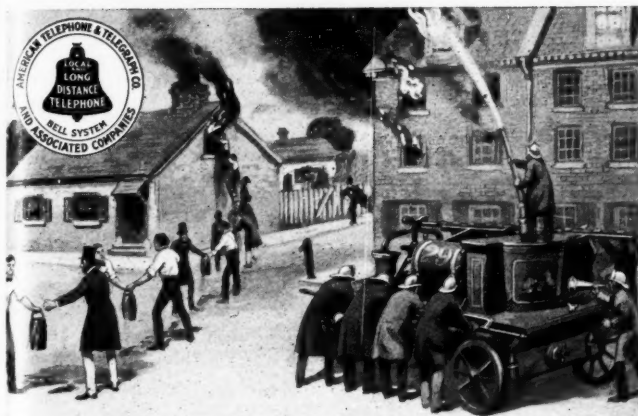
Mr. Sawyer of the Brown Shoe Company, of St. Louis, made a warm defense of the trade papers. No matter what some agents thought of this class of publications, the manufacturer knew their value and had to use them.

John Lee Mahin urged agents not to "belittle their business by making it a widow and orphan proposition" and going around begging for "commissions." He refused to recognize that there was such a thing as an agent's "commission" in existence to-day, and he had once forbidden the use of that term in his office.

E. W. Sells, the public accountant, explained under what conditions expenditure for advertising could be taken account of on the balance sheet of a manufacturer. A portion of his remarks and of Mr. Mahin's will be found on another page.

KNOWLTON JOINS HEDGE AGENCY

Charles S. Knowlton, formerly vice-president, New York agent and advertising manager of Raymond & Whitcomb Company, has been elected vice-president of the Homer W. Hedge Advertising Company, New York.



Fire Fighting and Telephoning

**Both Need Team Work, Modern Tools
and an Ever Ready Plant, Everywhere**

Twenty men with twenty buckets can put out a small fire if each man works by himself.

If twenty men form a line and pass the buckets from hand to hand, they can put out a larger fire. But the same twenty men on the brakes of a "hand tub" can force a continuous stream of water through a pipe so fast that the bucket brigade seems futile by comparison.

The modern firefighter has gone away beyond the "hand tub." Mechanics build a steam fire engine, miners dig coal to feed it, workmen build reservoirs and lay pipes so that each nozzleman and engineer is worth a score of the old fashioned firefighters.

The big tasks of today require not only team work but also modern tools and a vast system of supply and distribution.

The Bell telephone system is an example of co-operation between 75,000 stockholders, 120,000 employees, and six million subscribers.

But to team work is added an up-to-date plant. Years of time and hundreds of millions of money have been put into the tools of the trade; into the building of a nation-wide network of lines; into the training of men and the working out of methods. The result is the Bell System of today—a union of men, money and machinery, to provide universal telephone service for ninety million people.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy

One System

Universal Service

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4310.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

WALDO P. WARREN, Managing Editor.

New York, August 10, 1911

Utilizing the Convention Impetus

The Convention of the Associated Advertising Clubs of America in Boston, August 1 to 4, has been universally hailed as "the biggest thing that ever happened in advertising circles." If this claim is true, if it represents the sober second thought of men who think fundamentally of the scope, trend and influence of advertising as a factor in the progress of civilization, then the proceedings of this convention are worthy of special consideration.

In what way is it "the biggest thing"? As circulation figures prove it is not always the largest number that has the most significance. And while it happens that the registration of delegates is the largest at any advertising convention, it is certainly not that point alone which justifies the claim that the event is one of first importance.

Neither can it be said that the

importance lies in the widely representative character of the attendance, although that, too, has its significance. Nor yet does it seem to lie in the fact that many diversified interests have come together to discuss in a spirit of give and take the problem of their inter-relations. And surely no one would claim that the "good time" feature, however highly developed and successfully carried out it was, represented the real worth of the convention.

Where then rests its importance? In just what way can the recent gathering in Boston be called "the biggest thing that ever happened in advertising"?

Shall we not say that its importance rests in the emphasis it has given to the higher standards of honesty, co-operation, and efficiency?

Compare the various addresses, many of which are printed in this issue of PRINTERS' INK, and others which are to be printed in later issues, or as two thousand representative advertising men have done, listen to these addresses as delivered at the convention, and you will find running through all of them one general train of thought.

A composite of these addresses would show how strong is the sentiment and the intention of the members of the Associated Advertising Clubs of America to put advertising on a higher ethical basis, on a basis of higher efficiency, and of more co-operative inter-relations between allied sections of the industry.

So much strong public sentiment has been generated by the convention, that it will be far more difficult hereafter for unscrupulous, questionable, or inefficient methods to pass unchallenged. Time was when questionable practices passed as clever and shrewd, but there has been a growing sentiment which puts emphasis on the square deal in all advertising relations, and that sentiment has received a mighty impetus in the Boston convention.

If this sentiment is now duly carried by the delegates back to their respective clubs, and im-

pressed upon the members who did not attend the convention, it will in that way accomplish far more than if the delegates return home and delve quickly into the accumulated work that has piled up on their desks during their absence, and neglect to pass on to their fellow-townsmen the enthusiasm and resolution which has been engendered at Boston. Let it be hoped that in this instance "one taper will light a thousand, and yet shine as it has shone."

PRINTERS' INK says:

There is something about sheer good nature that is practically irresistible.

Biased Arguments

Conflicting views on the many fundamental subjects relating to advertising, as evidenced by the convention speeches and remarks, show the need of deriving judgments more from an open-minded consideration of all sides of the question, and less from the bias of one's personal business. It sometimes seems as if advertising men in certain lines, such as the newspaper field, the magazine field, the outdoor field, the street-car field, the trade journal field, the novelty field, the national field, the retail field, the agency field, the free-lance field, all have a strong inclination to be conspicuously biased in favor of the arguments that show up their own business to the best advantage.

There is a tendency on the part of some newspaper men to magnanimously allow that the magazines really do sometimes have a place on the map. And some magazine men actually admit that there are times when an advertiser can better afford to use newspapers than magazines. An outdoor advertising man will occasionally refrain from arguing that an advertisement is lost in the thick magazine sections of the magazines, and seen to advantage only when put up in a conspicuous place where people can't help see it. Occasionally you will find representatives of the various other fields above named who will

admit a few universally conceded facts favoring other mediums and modes of advertising.

But examine these admissions closely and you will find in a majority of cases they are consciously made for the obvious purpose of *seeming* fair, and after the mind has been opened to hear what a fair-minded man has to say, along comes a volley of biased argument which all the more gives emphasis to a one-sided view.

Advertisers hear all the stories of all the men who have something to sell in the way of advertising. They hear one man crack up his proposition and run down all others. They hear the next man run down the one that has been so carefully presented in a favorable light by the previous caller, and present a new set of arguments to offset the digs that the first man gave to his proposition.

What is the result? The advertiser takes with a grain of salt every argument that is put up to him from every man who presents his case. The men who are selling advertising in various forms spend perhaps 60 per cent of their efficiency offsetting the bias of the remainder of competing propositions.

Such is the effect of competition and biased argument. It invariably tends to defeat its own ends.

On the other hand, compare the confidence which the advertiser places in his counselors, whether agency, or advertising man in his employ, or specialist who has nothing to sell but his counsel. When the advertiser is convinced that his counsel is based on broad-minded recognition of the facts, from all points of view, presented with the one aim of serving the interests of his business, he gives the maximum of attention and heed to what is said.

Does not this fact point out the eventual doom of biased advice, and of advice that pretends to be unbiased for the sake of making its point all the stronger by seeming fairness? Does this not indicate the *direction* which prog-

ress should take in formulating arguments to present to the advertiser? Does it not show how more effectiveness can be gained by working away from the provincialism of mere trade talk, and giving frank recognition to the principles of advertising as they affect the success of a given advertiser, and presenting any particular proposition in true relation to the whole?

Speed the day when the typical seller of advertising will have the frankness to say to a would-be buyer or investigator, should the case warrant it, "No; I don't believe it would pay you to take up my proposition; you seem to have a case for such and such treatment."

Yes, a few do it now; but they are the exceptions that prove the rule.

PRINTERS' INK says:

The determination to increase efficiency begets a dozen methods of doing it that were before unappreciated.

Credit Where Credit Is Due It would have been a serious reflection upon the ability of advertising men as organizers if the Boston convention had in any respect proved disappointing. Such was very far from being the case, however. Every detail had been foreseen and provided for in a masterly way. There were no "slip-ups," excusable as they might have been under the circumstances. Men of large affairs cheerfully contributed their time and talents at one of the busiest seasons of the year. So many made personal sacrifices that it almost seems invidious to single out for praise a few of those who deserve gratitude for their able handling of a movement reflecting so much credit upon the entire profession.

PRINTERS' INK cannot resist the temptation, however, to refer appreciatively to the services rendered by the retiring president of the association, S. C. Dobbs, who has traveled 20,000 miles during the past year in the interests of the clubs; George W. Coleman,

president of the Pilgrim Publicity Association and now president of all the clubs, whose genius for organization is founded upon a long experience in handling the great conventions of the Christian Endeavor Society; Secretary P. S. Florea, who discharged a multiplicity of details both before and at the convention to the eminent satisfaction of everybody; H. B. Humphrey and Carroll J. Swan, whose native modesty might cause their valuable services to be overlooked, and Herbert S. Houston, whose work at the head of the educational committee was complimented upon all sides and has resulted in a much higher degree of efficiency for the individual clubs during the past year.

The list of those to whom praise is due might well be extended by mention of the various committees of the Pilgrim Publicity Association, the speakers at the different sessions, the organizers of delegations from remote parts of the country—in fact, there were few of the 2,200 present who had not made important contributions of time and money for the common good.

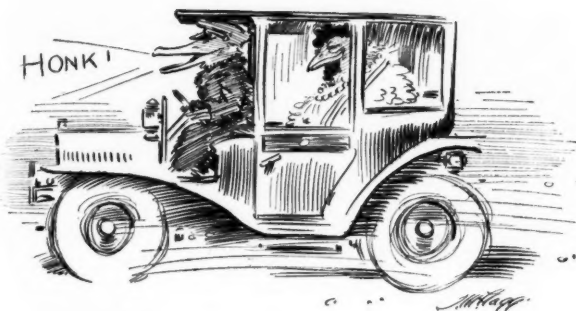
This club movement in advertising has now grown to the point where it is generally recognized as a very serious proposition. Starting on a purely social basis, it has now attained a form of organization, with its 6,000 membership, where it is in position to correct abuses hitherto unreachable, to standardize and dignify the industry as a whole and to advertise to the public at large the benefits of advertising such as could be accomplished in no other way.

PRINTERS' INK says:

No individual work can be brought to perfection without due recognition of its proper relation to the whole.

PRINTERS' INK says:

The worthiness of an advertising proposition is not measured but indicated by the disposition to adopt those standards of open-handed sincerity which the better sort of concerns give and require.



MRS. E. PLYMOUTH ROCKE IS GETTING SUCH HIGH PRICES FOR HER FARM PRODUCTS THIS YEAR THAT SHE HAS BEEN ABLE TO INDULGE IN A 1911 FORTY-DUCK POWER LIMOUSINE.

Why did you notice this picture?

Because it is new and all new things compel attention.

Life presents each week a never-ending variety of the newest in original pictures. Some satirical, some sentimental, and all depicting Life as it is and is to be.

It is the perpetual newness about Life's pictures and text that attracts its readers and makes them anticipate Life each Tuesday. If it is a day late they know it.

Do you know of another publication whose readers are more intimately interested?

The closer a publication stands to its readers, the greater value its circulation for advertisers.

George B. Richardson, Advertising Manager,
17 West 31st Street, New York City

B. F. Provandie, Western Manager,
1204 Marquette Bldg., Chicago, Ill.

August Shows 90%
Advertising
Increase Over
August 1910

DON'T attempt to cure heart disease by applying *Corn Plasters*

Likewise don't attempt to nationalize your business through advertising in media that do not prove their carrying capacity to be National.

There is no profit or satisfaction in finding your sugar sixty per cent sand. The advertiser who buys circulation which for him is 60% waste is taking long chances with his profits.

We are selling more than **2,000,000** circulation at **\$5.00** per line.

A circulation that is concentrated in the areas of greatest production, of greatest wealth, of greatest population.

We have studied this circulation carefully, analyzed it and re-analyzed it. We believe it to be suited to the needs of most national advertisers.

But we want the advertiser to be sure that we have in the American Sunday (Monthly) Magazine the advertising tonic he needs.

Therefore we lay before him the product, which in literary quality, artistic excellence and mechanical perfection is the equal of the best.

We submit exhaustive data to prove all our claims. We measure up to the requirements of the advertiser or we don't take or want his business.

Send for our booklet "Facts about the American Sunday (Monthly) Magazine, its circulation and distribution thereof."

More than 2,000,000—\$5 per line

American Sunday (Monthly) Magazine

Distributed with New York American, Boston American, Chicago Examiner, San Francisco Examiner, Los Angeles Examiner.

W. H. JOHNSON, Advertising Manager

23 East 26th St.,
New York.

511 Security Bldg.,
Chicago, Ill.

AUGUST MAGAZINES ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR AUGUST

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Cosmopolitan.....	114	25,632
Everybody's.....	108	14,372
Sunset.....	104	23,296
Review of Reviews.....	90	20,160
Munsey's.....	83	18,648
McClure's.....	82	18,368
Scribner's.....	66	15,968
Harper's.....	66	14,848
World's Work.....	64	14,635
Pacific.....	67	12,860
American.....	52	11,704
Century.....	48	10,904
Columbian.....	47	10,528
Uncle Remus's (cols.).....	48	9,237
Red Book.....	40	8,860
Hampton's.....	40	8,960
Overland.....	36	8,064
Popular.....	36	8,064
Current Literature.....	35	7,924
Ainslee's.....	32	7,240
Theatre (cols.).....	41	7,014
Pearson's.....	31	6,944
Argosy.....	30	6,720
Success (cols.).....	34	5,868
American Boy (cols.).....	28	5,008
Strand.....	22	4,928
All Story.....	22	4,928
Metropolitan.....	20	4,662
World To-Day.....	19	4,438
National.....	19	4,256
Atlantic.....	18	4,200
Smith's.....	18	4,193
Lippincott's.....	18	4,032
Boys' Magazine (cols.).....	20	3,668
Blue Book.....	14	3,136
St. Nicholas.....	13	3,080
Smart Set.....	10	2,352

VOLUME OF ADVERTISING IN LEADING WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

* Vogue (cols.).....	169	26,432
Ladies' Home Journal (cols.)..	66	13,016
Woman's Home Comp'n (cols.)..	62	12,467
Good Housekeeping Magazine..	63	12,062
Pictorial Review (cols.).....	49	9,866
Delineator (cols.).....	49	9,836
Modern Priscilla (cols.).....	58	9,744
Ladies' World (cols.).....	48	9,600
Designer (cols.).....	47	9,552
Woman's New Idea (cols.)....	47	9,544
Housekeeper (cols.).....	44	8,957
Woman's World (cols.).....	40	7,160
Housewife (cols.).....	36	7,125
People's Home Journal (cols.) .	30	5,928
McCall's (cols.).....	36	4,824
Every Woman's (cols.).....	36	4,534
Harper's Basar (cols.).....	17	3,487

VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.).....	432	72,576
Motor Boating (cols.).....	165	27,720
Country Life in America (cols)	140	23,582
System.....	79	17,696
Field & Stream.....	52	11,760
Suburban Life (cols.).....	60	10,200
Business and Book-Keeper....	43	9,632
Popular Electricity.....	41	9,184
Outing.....	40	9,016
House and Garden (cols.).....	63	8,265

Five years ago, advertisers used in the September SYSTEM more space than had ever been used in a standard magazine up to that time -- 220 pages.

FOUR years ago, advertisers used still more space in the September SYSTEM -- 226 pages, the most ever carried by a standard magazine up to THAT time.

THREE years ago, advertisers used 244 pages in the September SYSTEM -- the most ever carried up to that time.

TWO years ago, advertisers used 250 pages of space in the September SYSTEM -- the most ever carried up to that time.

One year ago, in the face of dull times and in spite of reduced appropriations, advertisers, with four years' figures before them, could not AFFORD to cut space in SYSTEM, but used STILL MORE than in previous years -- 259 pages -- still the record for advertising carried in a standard magazine. ;

One year of carrying the most advertising might have been accidental. Two years might have been the result of salesmanship. But FIVE years of the MOST advertising carried proves that advertising in September SYSTEM PAYS BEST.

	Pages	Agate Lines		Cols.	Agate Lines
Outer's Book	39	8,736	Churchman	16	2,575
Recreation (cols.)	50	8,143	Illustrated Sunday Magazine	13	2,465
Outdoor Life	34	7,616	Scientific American	9	1,922
International Studio (cols.)	54	7,560	Independent (pages)	8	1,932
House Beautiful (cols.)	48	6,739	Youth's Companion	4	880
Garden Magazine (cols.)	42	5,881			
Technical World	23	5,352			
Craftsman	23	5,278			
Travel (cols.)	33	4,713			
Am. Homes and Gardens (cols.)	24	4,180			
Arts & Decorations (cols.)	28	3,940			

VOLUME OF ADVERTISING IN LEADING CANADIAN MAGAZINES

(Exclusive of Publishers' own advertising)

* Canadian Courier (cols.)	209	38,816
* Canadian Century (cols.)	170	32,410
MacLean's	102	22,848
Canadian Magazine	93	20,632
Canadian Home Journal (cols.)	52	10,284
* Weekly—July.		

VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR JULY

(Exclusive of Publishers' own advertising)

July 1-7:	Cols.	Agate Lines
Saturday Evening Post	106	18,176
Collier's	54	10,380
Independent (pages)	37	8,386
Literary Digest	42	6,969
Town and Country	34	5,812
Churchman	31	5,080
Life	35	4,912
Leslie's	18	3,635
Christian Herald	20	3,460
Outlook (pages)	15	3,340
Associated Sunday Magazines	16	3,046
Illustrated Sunday Magazine	14	2,520
Scientific American	8	1,620
Youth's Companion	6	1,200

July 8-14:

Saturday Evening Post	79	13,544
Town and Country	72	12,235
Literary Digest	47	6,666
Collier's	33	6,276
Life	37	5,291
Outlook (pages)	19	4,368
Leslie's	21	4,310
Associated Sunday Magazines	16	2,983
Independent (pages)	11	2,520
Christian Herald	14	2,380
Churchman	14	2,320
Illustrated Sunday Magazine	12	2,299
Scientific American	5	1,182
Youth's Companion	5	1,100

July 15-21:

Saturday Evening Post	84	14,336
Collier's	47	8,967
Town and Country	42	7,152
Scientific American	35	7,024
Literary Digest	32	4,494
Life	24	3,567
Outlook (pages)	14	3,332
Illustrated Sunday Magazine	17	3,065
Youth's Companion	15	3,000
Churchman	18	2,880
Associated Sunday Magazines	15	2,795
Leslie's	13	2,640
Independent (pages)	10	2,352
Christian Herald	12	1,120

July 22-28:

Outlook (pages)	75	16,854
Saturday Evening Post	80	13,600
Town and Country	42	7,160
Collier's	26	5,005
Life	33	4,688
Leslie's	22	4,500
Literary Digest	27	3,789
Associated Sunday Magazines	15	2,659
Christian Herald	15	2,640

July 29-31:

Saturday Evening Post	83	14,124
Literary Digest	55	7,745
Collier's	31	6,035
Town and Country	33	5,581
Churchman	17	2,836
Outlook (pages)	10	2,496
Scientific American	9	1,970
Illustrated Sunday Magazine	10	1,840
Associated Sunday Magazines	9	1,690

Totals for July:

Saturday Evening Post	73,780
Town and Country	37,940
Collier's	36,633
Outlook	30,350
Literary Digest	28,663
* Life	18,458
Churchman	15,691
* Independent	15,190
* Leslie's	15,045
Scientific American	13,778
Associated Sunday Magazines	13,373
Illustrated Sunday Magazine	12,239
* Christian Herald	9,600
* Youth's Companion	6,180
* 4 Issues only.	

RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Motor (cols.)	432	72,576
2. Motor Boating (cols.)	165	27,720
3. Vogue (cols.)	169	26,432
4. Cosmopolitan	114	25,632
5. Everybody's	108	24,372
6. Country Life in America (cols.)	140	23,582
7. Sunset	104	23,296
8. MacLean's	102	22,848
9. Canadian Magazine	93	20,832
10. Review of Reviews	90	20,160
11. Munsey's	83	18,648
12. McClure's	82	18,368
13. System	79	17,696
14. Scribner's	71	15,958
15. Harper's	66	14,896
16. World's Work	64	14,335
17. Ladies' Home Journal (cols.)	66	13,016
18. Pacific	57	12,860
19. Woman's Home Com. (cols.)	62	12,457
20. Good Housekeeping Magazine	53	12,062
21. Field and Stream	52	11,760
22. American	52	11,704
23. Century	48	10,904
24. Columbian	47	10,528
25. Canadian Home Journal (cols.)	52	10,284

ESTABLISHED CYCLE PUBLICITY

In commenting recently on what can be accomplished by persistent and broad-gauged advertising, J. D. Anderson, general sales manager of the United States Tire Company, cited as an example the bicycle business founded by Colonel Pope in 1877.

In that year Colonel Pope brought over from England the first bicycle and placed an order for fifty of them with the Weed Sewing Machine Company, of Hartford, Conn.

The order was regarded as a personal joke. Yet he subsequently developed a business which was without parallel in the country, and it was due particularly to the millions of dollars spent in judicious advertising.

JUNE	LINES	JULY	LINES	AUGUST	LINES
<i>Cosmopolitan</i>	33,740	<i>Cosmopolitan</i>	25,583	<i>Cosmopolitan</i>	25,632
<i>Everybody's</i>	31,248	<i>Everybody's</i>	25,422	<i>Everybody's</i>	24,372
<i>Rev. of Rev.</i>	28,672	<i>Rev. of Rev.</i>	21,260	<i>Rev. of Rev.</i>	20,160
<i>McClure's</i>	26,607	<i>Munsey's</i>	19,516	<i>Munsey's</i>	18,648
<i>Munsey's</i>	24,808	<i>McClure's</i>	18,368	<i>McClure's</i>	18,368

Figures compiled by PRINTERS' INK

Cosmopolitan has the largest paid circulation of any of the standard magazines.

Cosmopolitan stands first in the total lines of advertising.

The records herewith of the first five leading standard magazines make *Cosmopolitan* pre-eminent as a first choice advertising buy.

You are in time for October *Cosmopolitan* closing August 15th.

Henry P. Wilson
MANAGER OF ADVERTISING

COSMOPOLITAN MAGAZINE
381 FOURTH AVENUE
NEW YORK

"PRINTERS' INK'S" FOUR-YEAR RECORD OF AUGUST ADVERTISING

	1911	1910	1909	1903	Four Years' Total
Everybody's	24,372	24,304	26,528	21,119	98,323
Cosmopolitan	25,632	26,432	21,952	18,970	92,986
Review of Reviews	20,160	20,258	23,009	21,462	84,889
Sunset	23,296	19,264	20,800	18,298	81,658
McClure's	18,368	17,976	21,196	21,508	78,048
World's Work	14,535	15,120	29,022	18,830	77,507
Munsey's	18,648	18,424	19,516	16,240	72,828
Scribner's	15,958	20,286	16,224	17,290	69,758
Harper's	14,896	17,626	17,720	17,766	68,008
American	11,704	15,512	13,794	15,526	56,536
Pacific	12,850	15,846	12,789	13,500	54,985
Century	10,904	13,664	13,776	15,904	54,248
Hampton's	8,960	15,260	8,860	6,944	40,024
Uncle Remus's	9,237	10,355	7,265	12,434	39,291
Red Book	8,960	7,616	8,960	7,268	32,804
Success	5,868	7,751	10,248	7,596	31,463
Pearson's	6,944	7,584	6,048	6,664	27,240
World To-Day	4,438	6,986	7,168	8,169	26,761
Ainslee's	7,280	6,200	6,433	6,608	26,521
Argosy	6,720	7,304	6,608	5,659	26,291
Current Literature	7,924	6,412	6,048	4,480	24,864
Theatre	7,014	5,476	5,996	3,814	22,300
Atlantic	4,200	5,488	4,522	6,202	20,412
Strand	4,928	4,928	5,012	4,928	19,796
Metropolitan	4,662	3,808	4,032	6,944	19,446
Lippincott's	4,032	4,704	4,480	4,655	17,871
All Story	4,928	3,946	3,612	3,710	16,196
American Boy	5,009	4,222	3,079	2,095	14,405
Blue Book	3,136	4,032	4,480	2,660	14,308
St. Nicholas	3,080	2,852	2,072	2,240	10,244

WOMEN'S MAGAZINES

Vogue	26,432	21,560	24,406	11,389	83,787
Ladies' Home Journal	13,015	14,800	12,600	12,400	52,815
Woman's Home Companion	12,457	14,451	11,884	12,175	50,967
Good Housekeeping	12,052	13,104	12,754	11,067	48,977
Delicater	9,836	11,295	10,344	7,210	38,685
Pictorial Review	9,866	8,139	8,351	7,277	33,633
Designer	9,552	10,316	8,720	4,550	33,138
Ladies' World	9,600	8,800	7,776	6,667	32,843
Woman's New Idea	9,544	10,330	8,643	4,200	32,717
Modern Priscilla	9,744	9,744	6,552	6,048	32,088
Housekeeper	8,957	8,012	7,357	5,726	30,052
McCall's	4,824	5,420	5,268	7,208	22,720
Harper's Bazar	3,487	7,075	4,704	4,827	20,093

MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING

Motor	72,576	70,569	47,712	33,936	224,793
Country Life in America	23,582	22,617	22,579	18,459	87,237
System	17,696	19,936	21,880	20,608	80,120
Suburban Life	10,200	13,648	8,887	10,707	43,442
Field and Stream	11,760	11,300	9,988	9,702	42,750
Outing	9,016	10,136	7,296	10,108	36,556
International Studio	7,560	9,380	7,350	5,355	29,645
Recreation	8,143	10,248	6,048	3,956	28,395
Garden	5,881	6,973	7,100	6,489	26,443
American Homes and Gardens	4,180	6,692	5,893	6,459	23,224
Technical World	5,352	5,600	6,720	5,292	22,964
House Beautiful	6,739	5,807	5,240	4,968	22,754

JULY WEEKLIES

Saturday Evening Post	73,780	73,760	55,173	40,095	242,808
Collier's	36,653	38,851	41,058	26,460	143,022
Outlook	30,350	33,824	37,950	28,998	131,122
Literary Digest	28,663	26,630	24,236	19,141	98,670
Life	18,458	21,422	18,261	12,186	70,327
Grand Total	828,598	870,075	805,979	682,946	3,187,598

OF



THE NEW \$100,000 HOME OF SUNSET MAGAZINE, SAN FRANCISCO.
THE MOST COMPLETE MAGAZINE PLANT IN THE WEST

SUNSET has grown in five years from a small publication to one of the leading national magazines, and is today recognized as ***The Magazine of the Pacific and of all the Far West***

SUNSET has made a tremendous advance in the magazine world this year and has increased its circulation **over 25%** through its notable series of articles beautifully illustrated by four color engravings picturing and describing

The Wonderland beyond the Rockies

SUNSET during the same period has jumped into the front rank among the leading magazines in amount of advertising carried.

SUNSET STOOD EIGHTH IN APRIL
SUNSET STOOD SIXTH IN MAY
SUNSET STOOD FOURTH IN JUNE
SUNSET STOOD THIRD IN JULY

**28% INCREASE
OVER JULY, 1910**

The only monthly magazine to show any marked increase

**50% MORE CIRCULATION THAN ANY OTHER
MONTHLY MAGAZINE PUBLISHED WEST OF
CHICAGO, AND SUNSET CARRIES MORE
ADVERTISING THAN THE TWO OTHER
PACIFIC COAST MAGAZINES COMBINED**

Write, call or telephone for rates or any other information:

NEW YORK OFFICE: 37 East 28th Street - - - - WM. A. WILSON, Manager
CHICAGO OFFICES: (120 Jackson Boulevard - - - L. L. McCORMICK, Manager
14 West Washington Street - - - S. O. RALSTON, Asst. Manager
PORTLAND, ORE., OFFICE: Wells Fargo Building - - - W. B. WELLS, Manager
LOS ANGELES, CAL., OFFICE: 600 Spring Street - - - C. W. PEBBARD, Manager
HOME OFFICE: SAN FRANCISCO, CALIFORNIA - - - WM. WOODHEAD, Business Manager

Four
Years'
TOTAL
98,883
92,886
84,889
81,688
78,818
77,807
72,828
69,758
68,098
56,536
54,985
54,218
40,024
39,391
32,804
31,403
27,240
26,761
26,521
26,291
24,864
22,300
20,412
19,796
19,146
17,871
16,196
14,105
14,308
10,244

83,787
52,815
50,967
48,977
38,685
33,633
33,138
32,843
32,717
32,088
30,052
22,720
20,093

SING
224,793
87,237
80,120
43,442
42,750
36,556
29,645
28,395
26,443
23,224
22,964
22,754

242,808
145,022
131,122
98,670
70,327

3,187,598

INSIST THAT PUBLISHERS PROVIDE COMPLETE RE- PORTS OF CIRCULATION

NATIONAL ADVERTISING MANAGERS
SPEAK THEIR MINDS WITH UT-
MOST CLEARNESS—FEEL THAT AS
PURCHASERS OF SPACE THEY HAVE
RIGHT TO FULL INFORMATION—
WHO SHOULD PAY THE COST OF
AUDITING—ADOPT STRONG RESO-
LUTION EXPRESSING VIEWS

Counsels for moderation struggled with suggestions for radical action at the session of the National Advertising Managers at the Boston convention, when the matter of investigations of periodical circulation was submitted for discussion.

Representatives of periodicals and of agencies evidently had scented important developments, for a score of them were on hand early to see how the dispensers of advertising patronage handled the knotty old question.

The latter fulfilled anticipations by making their views known with painstaking frankness. Almost to a man they demanded of the publishers a completely analytical report of circulation. The majority took the stand that the publishers themselves should bear all the expense of thus clearing up, for the benefit of advertisers, any doubtful points about the extent, distribution and quality of their reading public.

W. H. Ingersoll, of New York, presided as chairman.

M. G. Bennett, of Samuel Cabot Company, manufacturer of stains, Boston, waxed emphatic in expressing his view that the publishers should provide all that a spender of money for advertising wanted reasonably to know. He said:

"It is nothing less than an outrage that advertisers buy space at a rate set by the publisher and then have to spend more of their cash to find out whether they are actually getting the thing they paid money for. There are signs that the publishers are trying to give the advertiser what he is en-

titled to know. My firm received a rebate from a certain periodical when the publisher's auditor found that the circulation had fallen below the guaranteed figure. Certain other publishers are showing a disposition to do likewise.

"There is a large amount of money wasted by advertisers by investigating publishers who need no investigating. It is not the publishers who have nothing to fear that we should attend to, but those who put barriers in the way of our finding out what we ought to know, if we are to spend wisely. The publisher has to know about his circulation anyway, and he is in a better position to provide facts about his circulation than is an auditor representing an outside interest. By all means let publishers give us convincing statements through accountants of standing whom they have retained."

Mr. Ingersoll then said he had kept out of many mediums he knew full well would pay him, because of the lack of clear circulation statements. "If I have any doubt at all," said he, "I don't use that publication."

Several thereupon rose to speak at once. The discussion was becoming vastly interesting. A. W. Holmes, of the Baird-North Company, mail order jewelers, of Providence, secured the floor and delivered himself of a short talk that acted like fresh fuel under a kettle of water just breaking into a boil.

"I agree with Mr. Bennett," he said. "It is up to the publishers to show us. I think the time is coming when the publishers will not only have to provide exhaustive analyses of circulation, but also will have to give a *guarantee of results*." His hundred hearers gave a gasp. "Yes, show results," continued the speaker. "We have been buying a pig in the bag long enough. We should require of every publisher a report, upon a stipulated form, signed by an accountant under oath, and signed by a notary public. The publisher should pay the bills for investigation."

"Shall this work be performed by advertising agencies? No. Ad-

received
periodical
found
fallen be-
re. Cer-
showing
se.

ount of
tisers by
who need
not the
thing to
d to, but
the way
we ought
d wisely.
ow about
nd he is
provide
n than is
n outside
publish-
atements
standing
"

he had
iums he
him, be-
circula-
ave any
don't use

to speak
was be-
A. W.
th Com-
lers, of
loor and
ort talk
under a
cing into

nett," he
ublishers
time is
ers will
exhaus-
ion, but
uarantee
hearers
results,"
We have
ag long
uire of
upon a
y an ac-
signed
ublisher
investiga-

rformed
No. Ad-

vertisers don't want to be under any more obligation to advertising agencies than they are now. They are paying the agent all the money he is earning. We advertising managers do all the work, we struggle to get the copy right, and then we send it to the agent who is sitting comfortably under his electric fan. I suggest that this group of men become an agency of its own. We can then save from five to seven and a half per cent. We hold the whip in this matter. If we act, others must submit."

A buzz of comment rose as Mr. Holmes sat down. The discussion seemed rapidly to be drifting to extreme radicalism. But no other speaker took such advanced ground as this.

Mr. Ingersoll then remarked that he did not use some magazines, although he never questioned the quantity or the character of their circulation. "It impresses me as vital," he said, "that advertisers should consider the manner in which subscriptions are obtained. A method of getting subscribers that tends to cheapen the periodical in the eyes of the person who receives it has an important bearing upon the worth of that periodical to advertisers."

George W. Nowland, advertising manager of Fels-Naptha, said he regarded circulation as just so much merchandise, like nails, or groceries, or furniture. "We buy space for what the circulation makes it worth. We have succeeded because we have done this. I believe our waste in advertising is smaller than that of any other advertiser. To be sure, we often turn down good periodicals, acting under this policy as we do. We insist upon finding out all the things we want to know about circulation, and if we can't find out, we don't use that periodical."

C. S. Redfield, advertising manager of Yale & Towne, locks and other hardware, said that he took the advice of his agency to a considerable extent. He also expressed the view that he did not believe he was going far wrong in placing his advertising in periodi-

Taylor- Critchfield Co.

*Leading
Advertising
and
Merchandising
Agents
of America*

CHICAGO
NEW YORK - DETROIT

cals which known shrewd judges of circulation values were also using. He said that he was at present using a list of twenty-six magazines.

Mr. Ingersoll hereupon remarked, Mr. Redfield having brought his talk to a close, that such apathy as this toward a highly important question among advertising managers was a serious detriment. "If we should all follow the leaders," he said, "what a lot of foolish sheep we would be! This explains why some magazines have such thick advertising sections.

"Personally," continued Mr. Ingersoll, "I want to know more than that a periodical has 500,000 circulation. This general information isn't sufficient for a manufacturer who is selling through dealers. Suppose I find in going over my sales reports that there is one spot in the Middle West that is weak: I *might* bolster up sales there if I should go blindly into a lot of other magazines. But that would be an extravagant procedure when another way can be found. If periodicals would give their subscribers by states it would help. But more than this is needed. We should have the circulation by towns and cities, so that we may know it is the small town that needs development and not the big place, perhaps. With such data from every publisher I could increase sales from two to ten fold."

W. W. Page of the Standard Optical Company also took his stand with those who "want to be shown."

Expediency and forbearance found a voice in Mr. Jenks, of the Beacon Shoe Company. He said that every advertising manager cannot stay out of a periodical even if he wants to. He is charged by the manufacturer with producing results.

Mr. Erskine of the Douglas Shoe Company advocated a complete analysis of newspaper advertising. Upon looking into one newspaper's circulation, he discovered a surprising territorial sweep. Although published in Ohio, this paper sent 500 copies to Los An-

geles in winter and as many to Atlantic City in summer.

The view was then expressed by several speakers that publishers should cease refusing to give circulation figures on the ground that theirs was a "quality" circulation. Mr. Bennett expressed the general sentiment when he said that if advertisers know the quantity they can safely be left to judge the quality.

The committee which was appointed Wednesday to draft resolutions expressing the view of the national advertising managers regarding methods of inquiring into circulation was made up of W. G. Snow, of the International Silver Company; C. S. Winningham, of the Hudson Motor Company; M. G. Bennett, of Samuel Cabot Stains; A. W. Holmes, of Baird-North Company, and E. S. Babcock, of Yawman & Erbe.

The resolution, as reported Friday, follows:

Whereas, the advertiser is justly entitled to receive without expense to him, exact and reliable information covering the actual circulation of every medium that solicits or carries his advertisement, and the publisher is morally bound to furnish him with such information, and

Whereas, the methods of issuing circulation statements are at present crude un-uniform and unreliable, demoralizing to the publisher and unfair to the advertiser, and such conditions tend to promote dishonesty and to reflect discredit upon the business as a whole, as well as to restrict and discourage its legitimate growth, be it, therefore

Resolved, by the national advertisers' section of the A. A. C. of America that steps should be immediately taken to provide for the adoption by publishers of a uniform system of compiling, auditing and publishing the statistics of circulation under such auspices as to insure accuracy, either by the methods now employed by the American Advertisers' Association or by some equally efficient method, and be it further

Resolved, that a committee of three be appointed by the chair, to be composed of members not affiliated with the American Advertisers' Association or the Association of National Advertising Managers, and that the two associations be and hereby are invited to appoint each a committee of three to act and co-operate with the said committee of this section, and that the full committee of nine thus constituted shall consider what steps shall be taken to accomplish the results desired, shall confer with publishers and publishers' associations, and shall report their conclusions and recommendations, if any, to the three associations which they represent.

The
discu
tising
Inger
was
Lewi
comm
A. A
gram
tion.

This was adopted after some discussion by the national advertising managers present, W. H. Ingersoll being in the chair, as he was Wednesday. E. St. Elmo Lewis was made chairman of a committee to co-operate with the A. A. C. in making up the programme for next year's convention.

THE A. A. C. A. MASCOT

The Associated Advertising Clubs have a mascot. On the last day of the convention, the Advertisers' Club of Cincinnati presented its mascot, Gladys de Montluzin, a sweet faced little maiden, the daughter of Albert de Montluzin, a member of the club. Her greeting closed with the expressed hope that each of the delegates would have a little mascot of his own some day, whereupon the convention rapturously cheered and adopted her.

The Aeroplane and the Ox-cart

Both get there — but not on the same day.

If prompt, speedy delivery of illustrations and engravings means anything to you, send your orders to Barnes-Crosby Company, the largest and best equipped illustrating and engraving establishment in America. You will get what you want—when you want it. The house stands back of every promise.

Commercial photographs, illustrations, designs, halftones, zinc etchings, wood cuts, electrotypes, photogravures, two, three and four color process and zinc color plates.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

**Artists :: Engravers
Catalog Plate Makers**

Complete Manufacturing Engraving Plants:—

Madison & Franklin Streets, Chicago,
11th & Locust Streets, St. Louis

Branch Offices in fifteen principal cities



1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"

The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



Watch Fobs For Advertisers



Personal Appeal Is Direct Advertising

Watch Fobs Are One of
One Thousand
Greenduck Ideas of Merit.

If you will send us your
Trade Mark we will offer
some suggestions.

They neither cost or ob-
ligate.

The Greenduck Co.

GEO. G. GREENBURG, PRES.
CHICAGO

You can get 5000 Fobs at 8c each.
Cheap isn't it?

Advertising Novelties and Specialties

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to PRINTERS' INK readers if correspondence is addressed to The Novelty & Specialty Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

The Autopiano Company has found postal cards successful auxiliaries in its advertising campaign. Colored pictures of battleships and of opera houses in which the Autopiano has been installed seem most popular. The cards are distributed to the general public at fairs, conventions, to dealers, etc.

The Michigan Stove Company is finding a good demand for the cardboard kitchen reminders which they are using for advertising. The trademark of the company appears in good size at the top, where there is a perforation for hanging. Among the list of articles printed on the card is included Garland Stove Polish. Opposite each name is a hole. Small wooden pegs come with each card. A wire billhook is also attached to the base of the card.

Denver, Colorado, is doing some municipal advertising by using metal watch fobs in the shape of a plain oblong strip bearing the name of the city. Suspended from this bar is a representation of a gold nugget.

The Joseph Campbell Company, whose advertising has made the "Campbell Kids" famous, is turning the popularity of these characters to advantage by selling cards bearing pictures of the "kids" in their many different poses. These cards were formerly given away, but the demand became so great that it was found advisable to charge a small amount for postage.

Another link in the Campbell publicity scheme is the selling under license of dolls representing the "kids." These have been on the market for some time, selling at a dollar to five dollars each. The advertising resulting from this is quite an item, as may be judged from the statement that 2,500 dolls are turned out from the factory each day.

The use of letterheads for advertising, as described recently in this department, has brought forward a number of examples of excellent work along these lines. The sheets being used for correspondence by the Wood Drill Works are particularly unique in that they are really four-page folders, with the advertising matter confined to the two inside pages.

A MENTAL BARBECUE

The members of the Advertising Association of San Francisco were treated to a mental barbecue at their weekly luncheon Wednesday, July 26, says a correspondent. The association, individually and collectively, was roasted to a turn by Louis Honig, a director, for its sins of omission. Seasoned with the tabasco sauce of virile criticism, the roast was none the less wholesome and enjoyable, and seemed to agree with the members, who received it as a welcome change from the intellectual borbons commonly dispensed at club luncheons everywhere.

CALIFORNIA BOOM AND BADGE

One of the prettiest badges at the convention was that of San Francisco—California poppies on white silk. They were designed by Paul de Longpre two weeks before he died.

A boom for the convention in San Francisco in 1915 was formally launched when it was announced from the platform that J. C. Green had subscribed \$10,000 for the entertainment of the association in that city in 1915.

EIGHTH FIRE OF JOLIET "HERALD"

The Joliet (Ill.) *Herald* suffered another loss by fire on July 31, the eighth mysterious fire within a few years. The damage to building and job printing concern reached nearly \$10,000, but the *Herald* newspaper plant loss was chiefly by water and the delay of getting out the day's issue.

BOONE, IA., ADMEN ORGANIZE

Boone, Ia., advertising men organized the Admen's Club there July 21, with the assistance of Frank Armstrong and O. R. MacDonald, of Des Moines, and J. C. Young, of Cedar Rapids. F. K. Shuff was elected president; John Craig, secretary, and Mr. Olmstead, chairman of the membership committee.

WHITING ALLEN DIES

Whiting Allen, of New York, well known to newspaper and advertising men all over the country as a writer, a circus press agent and theatrical manager, died suddenly at Chicago, July 28. He was in Chicago to manage a moving-picture show that was to open the following day.

A PROMISING STREAK

"Did you ever see any gold come out of that mining venture?"

"Well," replied the investor slowly, "the booklet gotten out by the company has gilt edges."—*Washington Star*.

AUCTION SALE

Battle Creek (Mich.) Daily Journal

AUGUST 15, AT 2 P. M.

On the premises in Battle Creek, Mich.

The plant has three linotype machines (one double decker), and a Duplex Perfecting Press.

The paper was established in 1854; is published every evening; has a circulation exceeding 3,000. They also publish a Sunday edition, known as the Journal and Record, with a circulation of about 3,000.

The Journal carries more advertising than any other paper in Battle Creek.

For full information, inquire of

DETROIT TRUST COMPANY, Trustee

DETROIT, MICHIGAN

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies
THE
Beers Advertising Agency
is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Alcos (Upstairs) Havana, Cuba
CHAS. H. FULLER CO., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the **New York World,** morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

BILLPOSTING

8¢ Posts R.I.
Listed and Guaranteed Showing, Good Locations, Mostly individual boards. Write for open dates. Standish Adv. Agency.... Providence R.I....

BUSINESS OPPORTUNITIES.

WHY not ask me some time what I think I could do to help your business? **Francis I. Maule, 401 Sanson St., Philadelphia.**

HUSTLING reliable young advertising man with \$3,000 to \$5,000 can secure branch interest in new business paying large profits. State experience, reference. **LEDERER, 1433 Broadway, New York.**

SPECIAL AGENTS—An experienced advertising man well acquainted in foreign field, who can control at least two good papers, would consider buying interest with some live special agent who has good list. Address "N. W." care Printers' Ink.

COIN CARDS

CIRCULATION MEN!

Can you use original circulation ideas and schemes that are sure to pull results?

We can show you how to increase your circulation by the use of Winthrop Coin Cards.

A careful study of circulation methods places us in position to be of value to you.

Write us your proposition or send us a sample copy, and we will show you how more subscriptions can be gotten in less time and for less money. Write us for prices and particulars.

THE WINTHROP PRESS

Coin Card Department

419 Lafayette Street

New York, N. Y.

FOR SALE

FOR SALE—No. 1 and 5 Linotype Machines in first class condition. Address **THE TELEGRAM, Lowell, Mass.**

For Sale—Neilsen Mailing Machine

Complete. Used only short time. Does perfect work, but can't use it under changed plans. Address Box 555, care of Printers' Ink.

HELP WANTED

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.**

WANTED—The leading trade journal of an important industry desires to secure a correspondent who can furnish news matter and solicit advertising in each of the following cities: Boston, Baltimore, Buffalo, Detroit, Cincinnati, Cleveland, Charleston, W. Va., and St. Louis. Best of credentials required. Address "PUBLISHER," care of Printers' Ink.

WANTED—**ADVERTISING MAN** in several large cities to open branch office and handle business that will net \$2,500 to \$5,000 annually. Commission basis, but a ground floor opportunity offered by responsible, well established house. If you are a topnotcher we have high grade proposition for you that is one of the best money makers in the advertising field. Address Box 211, care of Printers' Ink.

MISCELLANEOUS

I WANT the address of every magazine and Farm paper in the United States that will send free sample copies to all the names and addresses I will furnish. J. J. HUDNALL, Gibsland, La.

WANTED.—Samples of an illustrated Laundry Advertising Service that will occupy about 6 inches single column. Give price for six ads a week. SCHENECTADY GAZETTE, Schenectady, New York.

WANTED.—Manufacturer's lines for the wholesale and retail trade, with office in Los Angeles, Cal. The best of references. (Twenty-five years' experience.) Address "202 FAY BUILDING," Los Angeles, Cal.

THE PANAMA CANAL IS AN INVALUABLE FIELD for Mr. Advertiser. Over \$400,000 monthly is sent to the State by post office money order. If interested address H. LEONARD, 107 East 9th Street, Jacksonville, Fla.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PHOTOGRAPHS



BIRDEYE FACTORY VIEWS on sepia paper. Something new. Suitable framing size, 50c. each in quantities. Send for Sample. A. A. STONE CO., Cleveland, O.

POSITIONS WANTED

LINOTYPE OPERATOR wants position, city or country. Address L. F. CAMPBELL, 176 W. 89th St., New York City.

ADVERTISING MANAGER, employed, wants same position with publisher or manufacturer; 14 years' experience space selling, writing and placing advertising. "SPECIALIST," care of Printers' Ink.

YOUNG MAN, 23, college education, industrious and capable; two years' business, one year's selling experience; studied advertising 23d St. Y.M.C.A.; seeks position in advertising field. Address "R. E.," care of Printers' Ink.

TYPOGRAPHICAL expert, controlling unequalled advertising composing room facilities, wants more customers, in or out of city. Booklets or display stunts set for publishers. Address "MODERN," care of Printers' Ink.

ADVERTISING MAN, writing snappy, interesting, pulling style of copy and expert at attractive layouts, is open for engagement; location immaterial. Assistant to busy advertising manager preferred. "Copy," Printers' Ink.

BUSINESS AND ADVERTISING MANAGER now in charge advertising department of daily in city of over two hundred thousand for personal reasons desires to make a change. Has had experience in every department and can furnish references from two prominent publishers for whom he increased their net earnings over double in one year. Address "B. B.," care of Printers' Ink.

EIGHT years' Sales and Advertising Experience for sale: Young man (30) has edited a house organ, helped develop an efficient sales organization and turned inquiries into orders through business-getting literature and letters. Address "D. B. B.," care of Printers' Ink.

ONE YEAR IN MEXICO. Five years' selling experience, including two years soliciting and issuing special editions. Twenty-five years old. Wants to connect with agency or manufacturer. A man who makes good. Address "MEXICO," care of Printers' Ink.

EXPERIENCED AGENCY MAN

Thirteen years with present firm. Worked from bottom up. Age 27 years. Thorough knowledge of all details; know how to buy space and prepare estimates. Best references. "J. G.," care of Printers' Ink.

CAN YOU USE ME?

Young man of culture wants opportunity to grow. College graduate, student of advertising with valuable experience in retail advertising and selling. Best of references from present employers. Moderate salary at start. Will go anywhere. At liberty Sept. 1st. Address "A. B. C.," Box 165, Valparaiso, Ind.

ADVERTISING ARTIST; knows how to put real selling power into advertising pictures; strong on original conceptions and finished technic; six years with a leading advertising agency; employed at present; desires to arrange for half week employment. Especially strong in rough sketches and attention-getting lay-outs. "R. B. A.," care of Printers' Ink.

BRAINS AND A PERSONALITY. I HAVE WRITTEN SHORT STORIES, articles and verse for many publications. I have designed and written quantities of circulars and booklets; and have edited one of the snappiest house-organs in the country. I want a change of position. Do you need a man of my qualifications? Box 1228, care of Printers' Ink.

A Hoosier Wants a Job

Indiana has furnished the country with a lot of brainy, brilliant, long headed men. Her statesmen, presidents, orators, poets, humorists, doctors, inventors and manufacturers were all men who made good in their jobs.

I am a Hoosier, an advertising man. In the past nine years I have made good in three jobs. Each one was a larger, broader proposition than the one before.

I now want a place that is a job—a job that means work and lots of it. One that requires strong initiative powers, originality, executive ability, fertility of ideas: a proposition that needs a man that can put a keen edge on dull facts; a job that can't be held by any one except a rapid, efficient, energetic plugger.

Lots of businesses need a man of this calibre. Does yours? If so, we can get together. Just write "A HOOSIER," care of Printers' Ink.

My training has been thorough, experience broad, results gratifying and my record clean through and through.

FRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.



Boston, Globe. Average circulation. Daily (2 cents a copy) 1910, 183,720—Dec. av., 183,543.

Sunday 1910, 331,878—Dec. av., 330,717. Advertising Totals: 1910, 7,922,108 lines Gain, 1910, 556,331 lines

2,394,103 more lines than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest July of the Boston Post. Circulation averages: *Daily Post*, 353,168, gain of 17,644 copies per day over July 1910. *Sunday Post*, 388,666, gain of 31,148 copies per Sunday over July, 1910.

Lawrence, Telegram, evening, 1910 av. 8,643. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,563. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,763.

Worcester, Gazette, evening. Av. '10, 17,802. The "Home" paper. Largest ev'g circulation.

MINNESOTA

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot.** Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,350.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

★ **Minneapolis, Journal,** Daily and Sunday (☉☉). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655. Daily average circulation for June, 1911, evening only, 77,542. Average Sunday circulation for June, 1911, 81,029. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

☉☉

CIRCULATION



by Printers' Ink Publishing Company

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,360. Average circulation of Sunday *Tribune* for same period, 81,523.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 125,109.

NEBRASKA

Lincoln, Deutsch-Amerikaner Farmer weekly 140,221 for year ending Dec. 31, 1910.

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Post-Telegram. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,233; 1st quarter, '11, 20,125.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,769. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 94,558.

Buffalo, Courier, morn. Ave., '10 Sunday, 84,737; daily, 46,284; *Enquirer*, evening, 52,278.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,232.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The Globe Largest high-class evening circulation. Average, July 1, 1910, to June 30, 1911, 136,299.

New York, The World. Actual av. 1910, Morn ing, 362,108. Evening, 411,320. Sunday, 467,664.

Poughkeepsie, Star, evening. Daily average year, 1910, 8,710; last four mos. 1910, 6,187.

Schenectady, Gazette, daily. A. N. Liecny. Actual Average for 1910, 19,246. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 6 mos. 1911, 13,029. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.



Troy, Record. Av. circulation 1910, (A. M., 8,102; P. M., 17,687) 22,789. Only paper in city which has permitted A. A. examination, and made public the report

Utica, *National Electrical Contractor*, mo
Average for 1910, 3,625.

NORTH DAKOTA

Grand Forks, *Norman*, Norwegian weekly
Actual average for 1910, 9,076.

OHIO

Bucyrus, *Evening Telegraph*, Daily average
for 1910 1,753. *Journal*, weekly, 976.
Cleveland, *Plain Dealer*, Est. 1841. Actual
average for 1910: Daily, 37,135; Sunday, 114,044.
For June, 1911, 98,388 daily; Sunday, 126,408.
Youngstown, *Vindicator*, D'y av., '10, 15,695;
LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*, Ave. June, 1911,
daily, 35,135; Sunday, 60,335.

PENNSYLVANIA

Erie, *Times*, daily, 23,513 average,
June, 1911. A larger guaranteed paid
circulation than all other Erie papers
combined. E. Katz, Special Agt., N. Y.
Johnstown, *Tribune*, Average for
12 mos. 1910, 13,328. Mar., 1911,
14,585. Only evening paper in John-
stown.

Philadelphia, *The Press* (©©) is
Philadelphia's Great Home News-
paper. Besides the Guarantee
Star, it has the Gold Marks and is
on the Roll of Honor—the three
most desirable distinctions for
any newspaper. Sworn average
circulation of the daily *Press* for June, 1911,
50,081; the Sunday *Press*, 165,248.

Washington, *Reporter and Observer*, circulation
average 1910, 13,396; May, '11, 12,691.

West Chester, *Local News*,
daily, W. H. Hodgson. Aver. for
1910, 15,328. In its 37th year.
Independent. Has Chester Co.,
and vicinity for its field. Devoted
to home news, hence is a home
paper. Chester County is second
in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best me-
dium of anthracite field for advertising purposes.
York, *Dispatch and Daily*, Average for 1910,
18,767.

RHODE ISLAND

Pawtucket *Evening Times*, Average circula-
tion 9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, *Daily Journal*, Average
for 1910, 22,755 (©©). Sunday, 30,771
(©©). *Evening Bulletin*, 45,323 aver-
age 1910.

Westerly, *Daily Sun*, George H. Utter, pub.
Circulates in Conn. and R. I. Cir. 1910, 5,423.

SOUTH CAROLINA

Charleston, *Evening Post*, Evening. Actual
daily average 1910, 6,460.

TEXAS

El Paso, *Herald*, year 1910, 11,351. Only
El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. Only paper in city. Av.
1910, 5,635. Examined by A. A. A.

Montpelier, *Argus*, dy., av. 1910, 3,315. Only
Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee*, Aver. June, 1911, 5,038,
July, '11, 5,065. Largest circ. Only eve. paper.

WASHINGTON

Seattle, *The Seattle Times* (©©)
is the metropolitan daily of Seattle
and the Pacific Northwest. It
combines with its 1910 circ. of
64,741 daily, 54,303 Sunday, rare
quality. It is a gold mark paper
of the first degree. Quality and
quantity circulation means great productive value
to the advertiser. *The Times* carried in 1910,
12,328,918 lines, beating its nearest competitor
by 2,701,384 lines.

Tacoma, *Ledger*, Average year 1910, daily,
18,967 Sunday, 27,368.

Tacoma, *News*, Average for year 1910,
19,313.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*, Average
May, 1911, 3,955. Established over 40 years ago.
Janesville, *Gazette*, Daily average, June,
1911, daily 8,698; semi-weekly, 1,642.

Madison, *State Journal*, daily. Actual aver-
age for April, 1910, 7,147.

Milwaukee, *The Evening Wis-
consin*, daily. Average daily cir-
culation for first five months of
1911, 43,764. Average daily gain
over first five months of '10, 1,356.
Average daily circulation for May,
1911, 46,146 copies. *The Evening*

Wisconsin's circulation is a home circulation
and without question enters more actual homes
than any other Milwaukee paper. Every lead-
ing local business house uses "Milicoon." Every
leading foreign advertiser uses Milwaukee's
popular home paper. Minimum rate 5 cents per
line. Chas. H. Eddy, Foreign Rep., 5024 Metro-
politan Bldg., New York, 122 So. Michigan
Blvd., Chicago (Robt. J. Virtue, Mgr).

Milwaukee, *The Milwaukee
Journal*, (eve.) Daily Av. cir.
for 12 mos., 64,123. Daily Av. for
June, 64,964. June gain over
1910, 1,109. Paid City Circulation
double that of any other Mil-
waukee paper, and larger than is the
total paid circulation of any Milwaukee Sunday
paper. Leads all other Milwaukee papers in
display, classified and foreign advertising. Ad-
vertisers get over 60% of Milwaukee homes when
they use the *Milwaukee Journal*. Flat rate 7c.
per line. C. D. Bertolet, Boyce Bldg., Chicago;
J. F. Antisdel, 356 Fifth Ave., N. Y. City.

Racine, *Daily Journal*, June, 1911, circula-
tion, 5,561. Statement filed with A. A. A.



**THE WISCONSIN
AGRICULTURIST**

Racine, Wis., Established, 1877.
Actual weekly average for year
ending Dec. 31, 1910, 61,827.
Larger circulation in Wisconsin
than any other paper. Adv.
\$4.20 an inch. N. Y. Office.
41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Av-
erage for 1910, daily, 46,181; daily June, 1911,
55,155; weekly 1910, 36,446; June, 1911, 27,146.

Winnipeg, *Der Nordwestern*, Canada's National
German weekly. Av. 1910, 18,484. Rates 56c in-

ONTARIO, CAN.

Fort William, farthest West city in Ontario.
Times Journal, daily average, 1910, 3,163.

QUEBEC, CAN.

Montreal, *La Presse*, Daily average for
June, 1911, 104,002. Largest in Canada.
Montreal, *La Patrie*, Av. 1910, daily—42,114.
Sat., 56,510. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (66), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 624,607 Sunday circulation and 210,657 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN' THE Tribune is the Leading

want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in June, 1911, amounted to 242,380 lines. The number of individual advertisements published was 31,509. Rates: 1 cent Ink Pub. Co. a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal,

daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in June, 1911, amounted to 239,750 lines; the number of individual ads published was 25,842. Eight cents per agate line charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1910, 10,211 daily; 14,537 Sunday.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (☉). Established 1821. Largest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 58,326. (☉.)

ILLINOIS

Bakers' Helper (☉). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (☉). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (☉). Best paper in city; read by best people.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (☉).

Boston Evening Transcript (☉), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (☉). Only French paper among 75,000 French population.

MINNESOTA

The **Minneapolis Journal** (☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉).

NEW YORK

Brooklyn Eagle (☉) is THE advertising medium of Brooklyn.

Century Magazine (☉). There are a few people in every community who know more than all the others. These people read the **Century Magazine**.

Dry Goods Economist (☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (☉) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (☉). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (☉). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York Herald (☉). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

The Evening Post (☉). Established 1801. The only Gold Mark evening paper in New York. 'The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting **The Evening Post**.' —Printers' Ink.

Scientific American (☉) has the largest circulation of any technical paper in the world.

The **New York Times** (☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (☉), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. **Better Fruit Publishing Company**, Hood River, Oregon.

The **Oregonian**, (☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The **Press** (☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. June, 1911, sworn net average, Daily, 80,081; Sunday, 168,248.

THE PITTSBURG (☉) DISPATCH (☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☉), only morning paper among 600,000 people.

TENNESSEE.

The **Memphis Commercial-Appeal** (☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The **Commercial-Appeal** passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The **Seattle Times** (☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The **Milwaukee Evening Wisconsin** (☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The **Halifax Herald** (☉) and **The Evening Mail**. Circulation 18,708. Flat rate.

Business Going Out

The Wagner-Field Company, 1780 Broadway, New York City, is making contracts with national weekly and monthly magazines and trade papers for the Fiat Automobile Company, of Poughkeepsie, N. Y.

The C. W. Hoyt Agency, New Haven, Conn., is placing 100-line copy in general publications for the Handel Company.

The orders for the Walter Baker & Co. advertising are going out to a large list of newspapers throughout the country. They are placed direct by the advertising department of the Walter Baker Company, 45 Broad street, Boston.

The Siegfried Company, of New York, has made up a list of trade papers for the advertising of the Alpha Portland Cement Company, of Boston, Mass.

Out-of-town dailies are being used by George Batten Company, of New York, for the advertising of the Hasselbarth Bedding Company, of Albany, N. Y.

The Wyckoff Advertising Company's Boston office is using a few literary publications for Sherman-French Company advertising the Hibbert *Journal*.

Classified mediums are under consideration for a New Mexico goat ranch. The business will go out from Vyle's Advertising Agency, Jacksonville, Fla.

The Burham Razor Company, of New York, is using a list of magazines through the Siegfried Company, of New York.

The Charles H. Fuller Company, of Chicago, is placing advertising of the Roanoke Power Washer, Roanoke, Ill., in a selected list of agricultural papers.

Orders have gone to newspapers from the Walter C. Lewis Company for the advertising of Crawford Ranges, manufactured by Walker & Pratt, Boston. Large copy is used covering three months.

The Editorial Association of the Arkansas Valley, meeting recently at La Junta, Colo., decided to go after foreign advertising as a body on a combined flat rate, and will open an agency in Chicago.

The Wyckoff Advertising Company is sending out orders to newspapers for the advertising of Williams, Clark & Co., manufacturers of La France Shoes, Lynn, Mass. Towns and cities are used where they have local representation.

N. W. Ayer & Son are handling an appropriation for a limited list of general publications for J. R. Torrey Company, Worcester, Mass., advertising the Torrey Razor.

The F. P. Shumway Company is placing contracts for thirty-five lines covering six months with general publications for the Springfield Portable House Company, Springfield, Mass.

Mail-order mediums are being used by Vyle's Advertising Agency, Jacksonville, Fla., for Egyptian Hall of Voice Culture, a Florida voice training institution.

Out-of-town newspapers are being used for the advertising of Eaz-All Foot Ease, manufactured by the James MacDonald Company, of New York. This advertising campaign is being handled by the Siegfried Company, of New York.

George Batten Company, of New York, is using standard magazines to advertise stoves manufactured by the Bramhall Deane Company, of New York.

The O'Keefe Advertising Agency, Boston, is putting out some orders to newspapers for the Winchester Repeating Arms Company, New Haven, Conn.

The Cowen Agency, John Hancock Building, Boston, is planning a campaign for the Sulpho-Naphthol Company in certain sections where their distribution is best.

The F. P. Shumway Company is sending out a few orders to New England papers for the advertising of Smith & Anthony, Hub Ranges.

The orders for the advertising of the Johnson Educator Food Company have gone out through Wood, Putnam & Wood, Boston. The advertising covers seven months, and the leading general publications of the country are used.

The Barcalo Manufacturing Company, of Buffalo, N. Y., is considering a list of standard magazines to advertise the Barcalo brass bed. This advertising is being handled by George Batten Company, of New York.

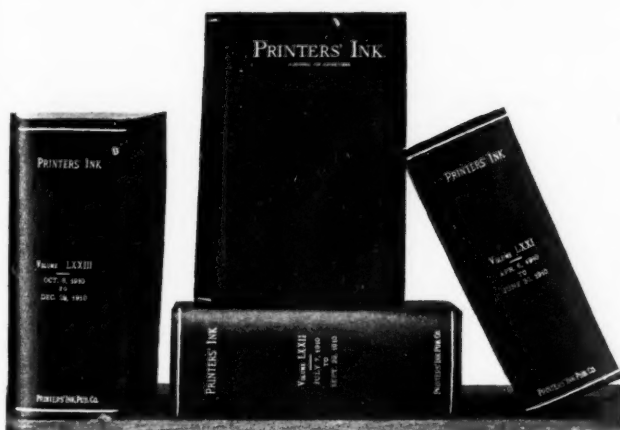
The Siegfried Company, of New York, is using newspapers for the advertising of the suburban real estate properties of Frank L. Holt, of New York. This company is also handling the real estate advertising of the Osage Realty Company, of New York.

Table of Contents

PRINTERS' INK

Aug. 10, 1911

The Message of the Boston Convention.....	<i>John Irving Romer</i>	3
Destinies of A. A. C. A. Committed to New Hands.....		6
It Is "Dallas—1912".....		10
"Printers' Ink" Cup Stays with Des Moines.....		17
Advertising Agents Form National Association.....		19
Silver and Automobile for S. C. Dobbs.....		22
Dallas Gets Boston Mileage Banner.....		24
Women Have Ad Banquet at Boston.....		26
Boston "Post" Gave Luncheon in Historic Building.....		28
Agents Pleased with Action of Gude and Cusack.....		30
Stirring Scenes at Closing Banquet.....		32
Report of the Advertising Convention.....		34
Second Day of the Convention.....		41
Third Day's Proceedings.....		52
The Great Last Day.....		54
Postal Inquiry under Way.....		61
Problems of Trade Paper Advertising.....	<i>Fred R. Davis</i> Advg. Mgr., General Electric Company.	66
Advertising to Sway Public Opinion.....	<i>Wm. G. McAdoo</i> Pres't, Hudson & Manhattan Railroad Co.	69
Newspapers and Their Advertisers.....	<i>James Schermerhorn</i> Publisher of the Detroit Times.	73
The Ethics of Advertising.....	<i>Bert Moses</i> Pres't, Association of American Advertisers.	76
Advertising Agents at Convention.....		81
Caution in Making Contracts.....	<i>W. H. Taylor</i> Treas'r, David Williams Co.	84
When Advertising Is an Investment.....	<i>Elijah W. Sells, C.P.A., M.A.</i> Of Haskins & Sells, Certified Public Accountants.	88
Advertiser the Patron of Literature.....	<i>Will Irwin</i>	94
Agents Tackle Trade Paper Problem.....		100
Editorials.....	Utilizing the Convention Impetus—Biased Arguments—Credit Where Credit Is Due.	102
August Magazines.....		107
"Printers' Ink's" Four-Year Record of August Advertising.....		110
Insist that Publishers Provide Complete Reports of Circulation.....		112
Advertising Novelties and Specialties.....		116
Business Going Out.....		125



Seven Sets Left

out of the advance order of 1911 bound volumes. *Printers' Ink* is looking for seven Advertising men who want a complete record of current advertising thoughts and deeds. Nothing to equal a bound file of *Printers' Ink* for pure interest and an advertising record.

\$8.00 per set of four—postage prepaid.
Handsome and durable.

Are you one of the seven?

PRINTERS' INK PUBLISHING COMPANY
12 West 31st Street New York City

Goodwill is often the most valuable part of a business.

Goodwill follows prestige—
“A reputation for excellence, importance or authority.”

The Century as a magazine enjoys the highest prestige; and the readers of *The Century* have the highest prestige in their communities.

If you want more goodwill

Use
The Century